

# The Rotarian

AN INTERNATIONAL MAGAZINE



CYCLE JOHNSON

J. C. PENNEY—on Faith

JOHN FISCHER—on Leadership

AUGUST • 1956

MAURICE PATE—on Child Health

A SYMPOSIUM: 'Should This Man Quit Rotary?'

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# **REVISTA ROTARIA**

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**38,208 Average Net Paid (ABC) Circulation Dec. 1955**

## Your Letters

### Insoak Is the Answer

Believes BRUCE FRUEN, *Rotarian Miller*  
Minneapolis, Minnesota

Elmer T. Peterson's article, *Insoak*, in THE ROTARIAN for May is one of the finest presentations of information on what is proving to be the only real answer to our increasing water problem that has been printed recently. These people in Oklahoma have not only the theory; they have put it to the test and proved it workable.

We here in the Rotary Club of Minneapolis have among our membership several who are keenly interested in this question of conservation of one of our most important resources: water. A number of these men are also members of the Natural History Society of Minnesota, an active group of more than 1,600 in the Twin Cities area who are working to preserve our natural resources.

### A Copy for the Record

Reports MICHAEL H. GRAHAM  
London, England

I, a non-Rotarian, came across a copy of THE ROTARIAN for May with its symposium-of-the-month, *Employer and Employee—What Do They Expect of Each Other?*, and the article by Ralph T. Collins, *We Hire the Whole Man*. As an employee of Costain-John Brown Ltd. Engineers and a member of its newly formed joint consultative committee, I felt that the symposium would be of interest to other members, so I took the copy along to work. The action was much appreciated and the management has extracted the articles in order to have them as a permanent record.

### No Editorials? Unthinkable!

Holds A. OWEN PENNEY, *Rotarian Podiatrist*  
Washington, D. C.

Abolish the editorial page? [See symposium-of-the-month for June.] Unthinkable! I am amazed that it has even been considered! The editorial gives a newspaper its character, its personality. It creates background for the news. Written clearly, concisely, with courageous objectivity, it has the power to clarify our thinking and lead us through the cuddled mazes of controversy, false or distorted statement, prejudice, and misunderstanding to our own right conclusions.

### Footnote on Editorial Page

From GEORGE C. DWORSHAK, *Rotarian Chamber of Commerce Secretary*  
Attleboro, Massachusetts

[Re: Abolish the Editorial Page?, symposium THE ROTARIAN for June.]

The work routine of newspaper editors brings them into knowledge of facts about many situations. Frequently they discover situations they feel need corrective action. As a newspa-

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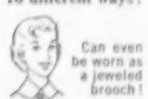
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perman for 22 years, part of the time as an editor, and now in the 11th year of work as a chamber of commerce secretary, I realize that this processing tends to separate the informed editor and the uninformed public. How, then, should the two elements be brought in to the same area?

Should the editor, by means of an editorial page, describe the situation fully and (1) express thoroughgoing indignation about the neglected situation so that the citizens or some agency will be shamed into action? (2) Tell the community the specific steps it should take to remedy the situation? (3) Through his news columns make an objective presentation of the situation and let the public decide in its own way whether there actually is a need and if so, how action should be taken?

My observation has been that if an editor expresses stern indignation, most of those thus activated are part of the emotional minority. Most of the other readers will say to themselves that the things that needed to be said apparently have been said.

If the second method is followed, it tends to make the editor the whipmaster of the community and he eventually may develop the feeling, whether or not he becomes aware of it, that all elements in the community are answerable to his paper.

The third alternative may not bring precipitate action, but will bring an answer in due course that probably will be very dynamic in content and follow-through because it truly embodies the thinking of a large part of the community. And, equally important, it will have expanded the personalities of the people because of their thinking through to an answer.

### Why Does Reader Buy Paper?

Asks DAVID H. HEPBURN

Memphis, Tennessee

[Re: Abolish the Editorial Page?, THE ROTARIAN for June.]

A newspaper's name indicates its primary reason for existence: a publication containing news. It is expected to earn money for its owners and when income falls below operating expenses, bankruptcy results. Now, does the average reader buy his copy for the news it contains, for the advertisements, or for the editorial page?

After having read newspapers for 55 years . . . I believe the percentage of readers who thoughtfully read the editorials in any newspaper is very much smaller than the editors are willing to admit. Can the editors confute that belief?

### 'Man of Ice' in 'Deep Freeze'

By LEONARD BERRY, Rotarian

Educational Director

National Retail Credit Association

University City, Missouri

Members of the University City Rotary Club have a special interest in activities carried on during the International Geophysical Year as discussed by Joseph Kaplan in IGY—International Geophys-

ical Year [THE ROTARIAN for June]. Here is why:

Captain Charles W. Thomas, a former active, now an honorary, member of our Club, is serving as Chief of Staff of the U. S. task force conducting operation "Deep Freeze," a part of the Geophysical Year project jointly shared by Retired Admiral Richard E. Byrd with explorers of other participating nations. Captain Thomas is a world-famous marine engineer and has been called "the best ice navigator alive."

Shortly after his appointment as Chief of Staff the University Rotary Club sent "Tommy" a message of good wishes, to which he replied: "I plan to leave your kind letter and the autographs in some suitable repository at the South Pole. Perhaps someday it will find its way into the United States Byrd Antarctic Institute we are planning."

Captain Thomas, no stranger to ice floes, is the author of a fascinating book, *Ice Is Where You Find It*. This is a colorful account of six expeditions which, linked together, round out a full circle of an expert navigator's exciting experiences in the frozen waters of both the Arctic and the Antarctic Circles.

### Re: The Green Bay Trail

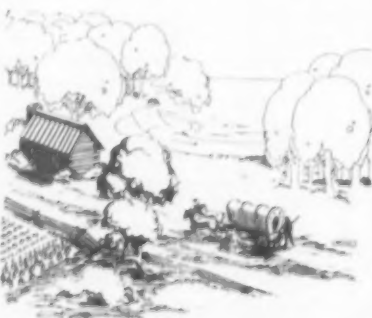
By HERBERT B. MULFORD

Honorary Rotarian

Wilmette, Illinois

I was intrigued by the "subfeature" History: Rotarians Make It and Save It [THE ROTARIAN for May]. Being an author of several histories of my own town of Wilmette, I cannot help noticing the great gap in the history of Rotary International's headquarters.

There are famous trails all over the United States, such as the Mohawk, Santa Fe, Apache, Oregon, and others, which have been highly publicized. Of the trail on which Rotary's headquarters in Evanston has been erected nothing significant has been said to Rotarians. Herewith is an imaginative picture [see cut] done by a native of Wilmette to grace my local histories. It is just as



"1600 Ridge Ave."—as it used to look.

applicable to the dooryard of Rotary's headquarters as it is to the view of old Lac des Illinois or Lac des Michigamea as one could see it from Wilmette Rotary's doorway.

This is a scene on the famous, but little publicized, [Continued on page 57]



# THIS ROTARY MONTH

NEWS FROM 1600 RIDGE AVENUE, EVANSTON, ILLINOIS, U.S.A.

**PRESIDENT.** On the first day of his term—July 1—Rotary's world President for 1956-57, Italian businessman Gian Paolo Lang, was in Alaska, where he was to address Rotary meetings in Ketchikan and Anchorage. Behind him was an interim session with his Board in Evanston; ahead of him were several Committee meetings (see below). August was to begin other Rotary visits in Alabama and Florida, followed by attendance at a Rotary Information Counsellors Institute in Panama City, Panama. Then, after dispatching administrative duties at the Central Office, he was to make a brief round of visits in Canada. With the President on these Rotary tours will be his wife, Valentina.

**BOARD.** Many important decisions were recorded by Rotary's 1956-57 Board at its recent meeting in Evanston, some of them to be reported in the September issue, along with announcement of personnel of international Committees for 1956-57.

**MEETINGS.** Magazine Committee.....July 12-13.....Evanston, Ill.  
Program Planning Committee.....July 16-20.....Evanston, Ill.  
Rotary Foundation Committee.....July 23-24.....Evanston, Ill.  
Rotary Information Counsellors  
Institute for Northern Regions  
of Ibero-America.....August 8-10.....Panama City, Panama

**CITE "A. Z."** As his term neared its end, President A. Z. Baker was honored at the Egyptian legation in Washington, D. C., with that country's citation and decoration of the Order of Merit, a tribute to Rotary and its world leader.

**NEW "O.D."** Soon to go to press is Rotary's "Official Directory" for 1956-57, with mailing scheduled for late in August. Copies will go to each Club on this basis: one for the President, one for the Secretary, and one for each 20 members in excess of 40. Additional copies will be 50 cents each at Rotary's Central Office.

**FOUNDATION.** Recognizing more and more the values of continuous support of The Rotary Foundation, numerous Clubs have become "200 percent Rotary Foundation Clubs," having contributed the equivalent of \$20 per member. Other Clubs have achieved higher levels, becoming "300 percent," "400 percent," etc., "Rotary Foundation Clubs." Attractive certificates are awarded to Clubs reaching the 200 percent level or more. In addition, an individual who contributes \$500 or more to The Foundation is named an "Honorary Fellow of the Rotary Foundation," and a special certificate is awarded. Such contributions when made by Rotarians are credited to their Club's total investment in The Foundation.

**CONVENTION BOOK.** This month the "Proceedings" book for the Philadelphia Convention comes off the presses—a 360-page account with many illustrations. Each Rotary Club will receive a copy gratis; additional copies, \$2 each. You can order from Rotary International at the address at the top of this page.

**MEMBERSHIP.** As of June 26, the number of Rotarians was estimated at 431,000—a gain of 17,000 over the number of a year ago—and the number of Clubs admitted to membership since July 1, 1955, totalled 353.

**VITAL STATISTICS.** On June 26 there were 9,119 Rotary Clubs in 99 countries.

## The Object of Rotary:

To encourage and foster the ideal of service as a basis of worthy enterprise and in particular to encourage and foster:

- (1) The development of acquaintance as an opportunity for service.
- (2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society.

- (3) The application of the ideal of service by every Rotarian to his personal, business, and community life.
- (4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

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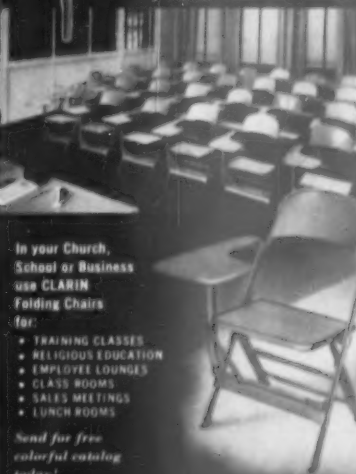
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# The Editors' WORKSHOP

WE'VE BEEN having some interesting correspondence with the 15-year-old daughter of one of our subscribers. It started when Betsy wrote to say: "Today I read the article *Answer to Japan* [June issue] and was truly impressed by the selfishness of Paul Rusch. I feel ashamed that I haven't done for others, and have a small allowance. If Mr. Rusch is able to give so generously, I can too. . . ." Betsy went on to ask where she could send her money—and signed her letter with "Love." Sending the lass the information, we asked if we might print her letter. "Please do not," she answered, "as it would be hard to explain the 'small allowance' to him (my father)." Too bad. If we could only tell Dad all about this, he'd surely "pop"—and certainly some shirt buttons.

ANOTHER item in our correspondence, as you see, sparked the symposium-of-the-month. Should the man quit Rotary? Shouldn't he? Why don't you debate the question in a Club program someday? We predict dozens of Clubs will. If yours does, please tell us about it. This is indigenous, basic, native, bed-rock Rotary, to our way of thinking. Is it to yours? . . . Have you read the new department, now in its third installment, by that title—*Bedrock Rotary*? This month it's on page 55. Here, too, is Club program material. "Past Service Membership." "Senior Active Membership." Most any Club could profitably fill a half hour with a discussion of these subjects . . . and in time it might find itself a younger Club for having done it.

IT WAS long a remarkable thing that the five former Editors of this Magazine begun in 1911 should all still be present on this earth—remarkable up until 1956, that is. Now two are gone—Vivian Carter as noted in this space in the June issue; more recently Paul Teetor, who was associated with your Magazine for 20 years. He had been Editor-Manager for two years when he resigned in 1952. Paul died in California, which had become his home, on June 16.

MISCELLANY? Like most editorial offices, this one is full of it. Let's see. Here's a note that says this is the 75th year of organized lawn tennis in the U.S.A., or at least of the Lawn Tennis Association. . . . Here's another: a memo to ourselves to remind us to tell

you next month about an interesting survey made a few months ago by *Town Journal* magazine, the survey demonstrating that in 26 towns of the U.S.A., Rotarians know more than do the high-school seniors. . . . And over here in our file we have monthly schedules carrying through January, 1957—a little rough, somewhat tentative, but schedules nonetheless. They indicate that the October issue will carry a lot of bright material on Switzerland (for reasons explained in the item below) and that the January issue will feature an interest deeper in Rotarians than just about anybody else: travel.



## Our Cover

THE RIVER RHINE starts amid the glaciers of Switzerland. Gathering waters, it flows generally northward out of that small high land for about 700 miles and ends its run in the North Sea. Switzerland, Austria, France, Germany, The Netherlands—the Rhine borders or cleaves all five. Our cover shows a mile or so of the famous river at St. Goarshausen (there on the right bank) in Germany. On the rock just above the town the lovely Lorelei is supposed to have *kämmt ihr goldenes Haar* and lured the sailor lads to their doom. . . . The painting is a water color done at the site a year ago by Cecile Ryden Johnson, of Chicago—an artist whose water colors are well known to U. S. magazine readers and to folks who go to art shows in New York and Chicago. Married, Cecile has two children . . . and a father, Dr. E. E. Ryden, who is a Rotarian in Rock Island, Illinois. . . . Now—anybody who asks why a European subject on the cover obviously doesn't know that Rotary International is going to hold its 1957 Convention in Europe next Spring—in fact, in Lucerne, Switzerland, May 19-23. Going? Do!—Eds.

# ABOUT OUR CONTRIBUTORS

Executive director of the United Nations Children's Fund, MAURICE PATE engaged in relief work in Belgium during World War I and in Poland after the War. In World War II he directed Red Cross relief operations for prisoners, later aided Herbert Hoover in his world food surveys.



Pate

Ex-reporter JOHN FISCHER began editorial duties for *Harper's Magazine* in 1944, became editor in 1947. Before turning to magazine work, he held several U. S. Government positions, one with the Board of Economic Warfare in India. He is the author of two books, many magazine articles. . . . WM. LEE COX is the pen name of a California newspaperman who does free-lancing.



Fischer

J. C. PENNEY is the "Golden Rule merchant" whose little Wyoming store of 1902 started the present Penney stores that number 1,632. He recently completed a round-the-world trip via air, speaking to many groups, including Rotary Clubs.



Penney

CHUCK MEYER calls himself "a born rebel" with a dislike for shirts, ties, and clocks. He writes hunting and fishing articles for many U. S. magazines.



Meyer

... ROTARIAN PHIL LACEY is a Studio City, Calif., interior decorator. ... ROTARIAN NAT N. SCHWEDEL is an executive of a textile-dyeing concern in Rockville, Conn. ... A Wilmette, Ill., Rotarian, ARTHUR H. OESTREICH, Ph.D., is superintendent of the Board of Education of near-by Kenilworth. ... HOWARD HENDERSON is an advertising-company executive in New York. ... WILLARD G. COLE is a newspaperman of North Carolina and former Rotarian.

**SUBSCRIPTION RATES:** \$2 the year in the U.S.A., Canada, and other countries to which minimum postal rate applies; \$2.50 elsewhere; single copies, 25 cents; REVISTA ROTARIA (Spanish edition) \$2.75 annually; single copies, 25 cents. As its official publication, this magazine carries authoritative notices and articles on Rotary International. Otherwise no responsibility is assumed for statements of authors. Any use of fictionalized names that correspond to the names of actual persons is unintentional and is to be regarded as a coincidence. No responsibility is assumed for return of unsolicited manuscripts or photographs. THE ROTARIAN is registered in the United States Patent Office. Contents copyrighted 1956, by Rotary International. Entered as second-class matter at the Post Office, Evanston, Illinois. Additional entry at Chicago, Illinois.

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## THE ROTARIAN MAGAZINE

is regularly indexed in *The Readers' Guide to Periodical Literature*

Published monthly by Rotary International

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Editorial, Business, and General Advertising Office: 1600 Ridge Ave., Evanston, Illinois, U.S.A. Cable Address: Interotary, Evanston, Illinois, U.S.A. Telephone: DAVIS 8-0100. Change of Address and Subscriptions: Mail all correspondence to address above. When ordering change of address, allow one month and please furnish old as well as new address, including postal-zone number if you have one.

# Who Is Saying What?

*Good Vocational Service depends upon clear communication.*

By **ARTHUR H. OESTREICH**

*Superintendent of Schools; Rotarian, Wilmette, Ill.*

**I**T HAS often seemed to me that the greatest problem in our business and professional relationships is one of communication. It has also seemed to me that we need to understand the problem before we can successfully move out toward the higher ethical standards and better relationships we as Rotarians seek.

The concept I shall try to develop here is not original, but its application to the matter of what you and I call Vocational Service may be. The basic idea is simple. Whenever any two people communicate with each other, there are not just two people involved. Actually there are four. First of all, there is the "I" that I actually am: a physical being with a background of formal and informal education, with traditions and customs and mores peculiar to me as an individual. I have my biases, my prejudices, my beliefs, and my way of living which are all personal and to that extent, at least, quite individualistic.

Then there is the "you," the physical you that you are, with your prejudices, your biases, your educational and business backgrounds, your beliefs, and your way of living.

The two other persons involved in our conversation are just as real and complex as the first two. There is first the "I" that you create psychologically in your thinking process as I talk with you—a quite different fellow, probably, from the "I" that I actually am.

At the same time, as I speak to you, I create in my mental processes a psychological "you" who may be quite a different fellow from the you that you really are.

Suppose, now, that you and I carry on a conversation about another person—say, for example, a

secretary; we are going to discuss employer-employee relationships as they concern businessmen's secretaries. Suddenly two more people have entered the picture: your psychological image of a secretary and my psychological image of a secretary.

And as yet, we have not even begun to explore the topic of conversation. The idea or concept that I have of employer-employee relationships may be vastly different from the idea or concept that you have on this same subject. Now while we may use identical phraseology and terminology in our discussion, our ideas may be like ships passing in the night, each unaware of the other.

The more deeply we push into this exploration, the more complex the relationships become, and if we add just a few more complexities, such as language barriers, social barriers, educational differences, and group prejudices, we may well wonder how any progress can be made at all, in any conference.

One reason why I have so much respect for the Business Relations Conferences which some of our Rotary Districts sponsor is that here is one place where many men of divergent backgrounds, businesses, and professions do sit down and try to get to know the other fellow and to understand his point of view. These Conferences are, by and large, efforts to improve communication, efforts to synthesize the you and I in Vocational Service.

Yet, it seems to me, the whole problem of communication can be resolved rather simply, at least in theory

The solution is simply that of synthesizing, as nearly as we can, the basic relationships involved. The first step is one of making certain that the psychological you and the real you become as nearly a fusion as is possible. Let us be sure that the real I and the psychological I are one and the same. The better we know and understand each other, the more we associate, the closer these two beings become one.

The second step toward solution is that of making sure that these two synthesized beings are talking about the same thing. Let us make certain that we understand, in so far as is possible, the other fellow's concept of the idea under discussion. Nothing is so boring as a discussion of an idea upon which there is no agreement as to point of departure. There is wisdom in the old adage that one should never argue about women, politics, or religion, because the points of departure are such that ideas rarely interact, but most often fly out in all directions like sparks from a firework.

And, how does this all apply to Vocational Service? We are never going to improve employer-employee relations or buyer-seller relations, or competitor relationships very much unless we make sure, first of all, that each understands and knows the other fellow so that the real persons and the psychological persons are as nearly the same as possible. We are never going to get anywhere unless both parties are talking about the same things. We aren't going to get higher ethical standards in business and in the professions by liping a fine slogan—we shall achieve them by closer understanding . . . and that depends upon the clearest kind of communication we can establish.

**Guest EDITORIAL**





Photo: Glasman

# The Tree of El Tule

ABOUT the time the Pharaohs were building Egypt's first pyramids, a cypress shoot poked through the rich soil of Southern Mexico. And it thrived. As ancient civilizations rose and fell, as Old World explorers set out for the new one, the tree grew and grew. Still growing today and still in vigorous health, the Tree of El Tule spreads its protective branches over a village churchyard near Oaxaca—some 350 miles southeast of Mexico City. Local descendants of the Zapotecs regard the majestic landmark as a sacred personification of life and hold special festivities in its cool shadows every year. El Tule's guardians and botanical scientists claim its 5,000 years and 120-foot circumference as a world record. Australia's eucalypts and California's redwoods can look down on El Tule—it is only 150 feet in height—but all, even Africa's massive baobabs, are inferior in age and girth to this "oldest living thing on earth." So the children will come, and grow old, and go . . . but the Tree of El Tule will live on. At least, say the Mexicans, there is no record of an *ahuehuete* tree ever dying of old age.



# Report

*This African mother and her bright-eyed baby are typical of thousands already protected from the scourge of malaria and yaws, thanks to the aid of United Nations health agencies which work with national Governments to eliminate disease and malnutrition.*

THERE are about 900 million children in the world. In the underdeveloped countries, almost half will never reach the age of 15. Malaria, tuberculosis, malnutrition, leprosy, yaws, polio—to name a few—cut them down. Mankind, looking at its sick and hungry children, wants to help. One of its agencies is the United Nations Children's Fund. Behind it stands a universal humanitarian desire to bring better health and well-being into the lives of children who happen to be born in Asia, Africa, Latin America, the Middle East, and other economically less developed areas.

Yaws, one of the cripplers, is an infectious, body-wasting disease which afflicts some 50 million people throughout the world—25 million in Africa alone. Yaws strikes mainly in childhood, eats away bone and tissue, destroys lives. *But the startling and encouraging fact is that one shot of penicillin, about 5 cents' worth, is usually enough to cure a yaws victim!* UNICEF is getting this vital antibiotic to those who need it.

To combat malaria, UNICEF ships DDT into Africa, where the disease threatens 111 million people. In other projects, UNICEF provides milk and protein supplements to millions of children, and trains thousands of midwives to ensure safer childbirth.

By camel caravan, donkeys, and flat-bottomed river boats, UNICEF now, in 1956, distributes food, materials, and medicines to 95 countries and territories, benefiting 39½ million children and mothers.

Child health, in addition to its humanitarian values, offers vital economic gains in countries where the food supply is directly related to available manpower. Most underdeveloped countries have large numbers of children under working age, and parents spend a disproportionate part of meager incomes in rearing children who never live to produce in their turn. Of the half who survive the first 15 years, all but a few die or are incapacitated long before the age of 63, the average life span in North-western Europe and North America.

UNICEF's aid is available only upon request, and on a matching basis. The organization is financed by voluntary contributions from Governments and individuals. This year's activity, spurred by the growing capacity of needy countries to make effective use of UNICEF aid, will cost an estimated 20 million dollars. The world's appreciation for these efforts was simply and warmly expressed recently by a Philippine mother whose child receives UNICEF milk every day. "I am ignorant to write," she said, "but my heart is thanking."

# on **CHILD HEALTH**

*The killers and crippers of children—  
disease and malnutrition—are yielding to  
mankind's organized attack upon them.*

**By MAURICE PATE**

*Executive Director,  
United Nations Children's Fund*



*A toothbrush is exciting new fun for this Hon-duran boy. . . . In Solo, Indonesia (below), school children line up to receive their daily ration of UNICEF powdered skim milk.*



**INDONESIA.** A mobile medical-team worker examines this youth for yaws, a body-wasting disease which at one time afflicted 10 million in that country. If he has the disease, one shot of penicillin, about 5 cents' worth, will probably cure him, thus saving him from being a cripple for life.



**YUGOSLAVIA.** Mycosis, a contagious fungus infection of the scalp, results in permanent loss of the hair if unchecked, approached epidemic proportions in many areas. Trained technicians, working with UNICEF-supplied X-ray equipment, are effecting rapid cures. Hospital workers remove remaining hairs from children's infected heads after a zinc-oxide treatment.



**BURMA.** This squirming youngster doesn't seem to like the stethoscope, but when he grows up he will appreciate the efforts of UNICEF and the United Nations World Health Organization. A WHO physician checks one of the thousands of patients who are examined and treated in each of the 3,000 mother-child clinics set up by UNICEF in the countries of Asia.



THE ROTARIAN





*FORMOSA. Outside a mobile X-ray clinic provided by UNICEF, schoolboys line up for an examination to determine whether or not they need to be immunized against tuberculosis with BCG vaccine. Countries taking advantage of the UNICEF aid must provide matching funds and administer their own programs.*



*INDIA. A New Delhi youth is vaccinated for tuberculosis. Just a decade ago, the nation suffered a death toll of 500,000 every year from TB. Today 25 million Indian children have been immunized.*



*THAILAND. In the region of Ratchburi, a UNICEF-WHO public-health nurse leads a group of children to an open-air clinic. Financed by individual and Government contributions, UNICEF strengthens world ties through child health.*



Illustrations by  
Franz Altschuler

## THE NEW NEED FOR LEADERS

By JOHN FISCHER Editor, Harper's Magazine

*An atom-and-automation age wants men of ability and vision—and more of them!*

**B**ECAUSE I am afflicted by a strange malady which makes me unable to resist buying almost any book about the American Civil War, I recently found myself reading a chapter from one of Douglas Freeman's books on the combat tactics of Lee's army.

These tactics were simple. A whole regiment would line up, shoulder to shoulder, and then advance with fixed bayonets across an open field. Each regiment had, of course, its usual complement of officers—but in combat it had only one leader. He was the colonel. His place ordinarily was ten paces in front of the line. All the men under his command were under his eye, and within sound of his voice. The chief qualities he needed to make him a successful leader were a commanding presence, a loud voice, and a phenomenal amount of courage.

The art of warfare has been completely transformed during the last 80 years—but the most striking change is not in the weapons but in the nature of leadership. Today a regiment of infantry goes into battle, not as a single mass, but as a series of separate teams containing from three to 12 men. Each of them has a highly specialized assignment; each of them works pretty much on its

own, with only occasional contact with the other teams that make up the unit; they may operate for days without laying eyes on their colonel. Each of them—and this is the point I am trying to make—has its own leader. A modern regiment goes into action, not under a single leader, but under approximately 200—and every one of these 200 men ought to have qualities of leadership far more complex and highly developed than those which were required of Lee's infantry colonels in 1865.

Much the same thing has been happening in every department of our lives. Although we seldom realize it, one of the salient characteristics of our contemporary society is a fantastic increase in the demand for trained leaders. You can see it all around you—in industry, in business, and in politics. Like the army, our whole civilization has developed into a complex organism—it is no longer composed of simple, easily led masses; it is a network of small, specialized teams, each dependent on all the others and each requiring its own leader of high competence.

Let me cite two crude examples. Fifty years ago a construction gang had one foreman assigned to boss about 200 men. These men

were unskilled laborers, equipped with picks, shovels, and wheelbarrows; their foreman was equipped mostly with a fierce bellow and a hard pair of fists. Today a construction crew—we don't call them "gangs" any longer—needs a supervisor for every ten or 12 men. They are equipped with bulldozers, drag-line scoops, power saws, ditching machines, diesel excavators, and a bewildering array of other expensive machines. Nearly every man is a skilled specialist, and the multiple foremen often are graduate engineers.

**A**GAIN, about 50 years ago, my father started a small newspaper in western Oklahoma. In the beginning he did everything—reported the news, set the type, ran the press, sold the advertising, and wrote the editorials. He considered himself competent to render judgment on every public issue—local, national, and international—and he was at least partially right, because in those days most public issues were fairly simple.

With only rare exceptions, today nobody would dream of trying to run a newspaper in that fashion. If the publication has any hopes of survival, every depart-

A VOCATIONAL SERVICE FEATURE

ment—from the composing room to the advertising office—has to have its own trained leader. And no editor, however wise, would attempt to give singlehanded intellectual guidance on public affairs. He must rely on trained specialists who have formed valid judgment based on research and experience, or he will present the facts of his own or his staff's research and hope the reader can arrive at his own conclusions.

There is every indication that this kind of specialization, with its increasing demand for more and better leaders in many fields, will pick up speed for at least the next 20 years. Peter F. Drucker, one of the leading management consultants in the United States, has recently published in *Harper's Magazine* a study of the probable effects of automation on our society. Automation, Mr. Drucker said, will require "trained and educated people in unprecedented numbers . . . even in routine jobs, automation will require ability to think, a trained imagination, and good judgment, plus some skill in logical methods, some mathematical understanding, and some ability well above the elementary level to read and write."

HE CITED the example of one large manufacturing company, employing 150,000 people, which now hires 300 college graduates annually. When its automation program is completed, a few years from now, it estimates it will need to hire 7,000 college graduates each year. Every one of them will be a leader of a small group of specialists, working with vastly complicated machines and procedures; and ideally each of them should have the kind of education and ability which now is required only on the upper levels of management.

Industry is making increasing use of small research or project "teams" of ten to 15 men that attack a given problem as a group. These groups must have competent leaders, broadly educated, who can see the problem as a whole as well as in its several component parts. According to recent statements by prominent executives, the task of finding men willing and able to assume such

leadership responsibilities is growing increasingly difficult.

The same process seems to be operating in public affairs at least as rapidly as it is in industry. A generation ago, any reasonably intelligent and honest man could hope to fill almost any governmental post—from the local school board to an ambassadorship—with a fair prospect of success. The problems were comparatively straightforward; most of them could be handled by the exercise of commonsense.

Alas, today, government isn't that simple. Even an alderman or the town councillor is now expected to be expert in race relations, sewage disposal, traffic regulation, municipal finance, the social services, television techniques, personnel management, juvenile delinquency, housing codes, campaign oratory, and the prescribed etiquette for welcoming visitors from other countries.

In many countries, and especially in the United States, there is growing emphasis, in almost every realm of life—through politics, religion, community affairs, economics and business, education, and public service—on lay leadership. Almost every area of public affairs has its local, state, or national "Citizens Committee."

A few weeks ago in New York I had the privilege of participating in a two-day conference of magazine editors and educators who had come from the four corners of the United States. After a series of speeches and panel discussions, the conference broke down into small discussion groups of from eight to ten around a table. Each group had a chairman whose task it was to get the table talk started. The technique was to "take off" from the subject matter and questions contained in the preceding addresses. The discussion was brought to a grinding halt around one table when one of the members, who appeared no different from the other members, dropped this bombshell: "All this talk—this high-sounding theory—confuses me. You see, I just went to the sixth grade, but I'm terribly interested in our schools, and I've been appointed to serve on the school board."

I tell [Continued on page 54]



# Why I'm Quitting Rotary



Line derivation by Robert Koropp

I HAVE just written a letter of resignation to the Secretary of our local Rotary Club. Maybe you would like to know why I am quitting.

First of all, there is nothing personal in it. I like everybody in the Club. I'm not losing my classification or moving away or skipping too many meetings. I have explained to our Secretary that I don't have the time and perhaps not the money. But, while these are actual reasons why I *could* quit, they were not the reasons I *did* quit.

I quit Rotary because our local Club has achieved too much and now it has developed "Rotary rust."

Now let's not force me to defend myself as an individual for a minute, but rather examine the situation with a detached and unjaundiced eye.

Our Club has about 150 members. They are absolutely the very top men in our city of 50,000. Not only do they represent the city's top levels of influence, but they reach out into the area and control much of its economy.

These 150 men are, almost without exception, a truly wonderful set of individuals. They are friendly and sympathetic, and work for the right causes. They are always the news behind the news as it happens in town. But as Rotarians they are a long line of rusty nails, driven into a moldy two-by-four. The Club talks Rotary, but a long time ago the wheel stopped rotating.

As a Club we have no announced program. We have no goals, no promises, no campaigns, no endorsements; undertake to sponsor no ideas, civic improvements, or community interests which the rest of the town can point to and say, "This is Rotary's work."

Our very Club programs have worn themselves down into set dates: third Friday in March is Joe's agriculture program; second Friday in September the football coaches'; my good friend Pat, now a legislator, can always be called in for a 20-minute talk; or a professor at one of the three colleges can

In our mail one day last April there arrived the letter we present below. It came spontaneously from a bona fide member of a bona fide Rotary Club who duly signed his name. Wondering what other Rotarians would think of the letter, we showed it (as you see it here) to 13 of them and asked for their comments. Here they are—in our symposium-of-the-month in the Club Service sphere. Now—what are *your* comments?—*The Editors.*

be pressed for a dozen flat words, accompanied by Jill Dull on the piano, if you're in a hurry for something quick.

And, of course, the invocation can *only* be said by the faithful five or six who are not embarrassed to bow their head and speak to God in public.

And all the while, out in our audience, are the men who are making the town *go*, the brains which are creating the *new city*, the minds which shepherded us up to this point; the leaders who are *making* the town and who will point it toward tomorrow.

They know what our city needs; they know what should be done, which problems are going to pop up; they know what some of the younger members are going to face, or are facing. But all we are interested in is whether or not the speaker is going to quit before 1:20 and let us go back to the office and start living again.

Success has fattened our Club to the point that we are too weighty to make a move. We can't get to our feet: it leaves us short-winded, worn out. We sit and move our heads wisely and say, "Hasn't Rotary grown?" And we watch it grow.

So I quit Rotary. And you can say that I should have stayed in and done something about all these things. But "Rotary rust" is hard to remove and there are other places I can spend Fridays from 12 noon to 1:30 that will count more. Or you can say that I have taken a distorted view, that I have overstated the case against our Rotary Club and am looking down the wrong end of the telescope. But there are others in the Club, not all youngsters to Rotary either, who are hearing about the wonders and blessings of "Rotary, Rotary" without seeing any. Faith without works is dead. So is a Rotary Club.

Is my Club the only Club which is too successful, has too much of the good things of the community, too many of the best men? Are there other Rotary Clubs over the world where Rotary has won the fight for acceptance, has long conceded the top position in town? Surely there must be thousands of Rotarians just like me who feel the drowsy hum of complacency as they walk into the meeting, who fall quietly into their velvet-lined pew and, without listening, hear the soft patter of little tongues waving from the rostrum. How about it, gentlemen?

—A Rotarian



# Why He Should or Shouldn't

## The Man Is All Wrong

*Thinks Jos Meulenberghs  
Physical Education  
Antwerp, Belgium*

**Y**ES, I FEEL that our friend is quite wrong. He has no sound reason for quitting his Rotary Club. He didn't give the Club or himself a chance. This is what he might have done: he might have written privately to his District Governor, asking that his Club be brought up to a higher level of activity and interest and inspiration.

I do recall a story of a Rotary Club where "rust" set in. The solution was simple indeed. A member who had the same attitude toward his Club as our friend in this case decided to do something about it rather than quit. He knew of a neighboring Club that was very successful. Visiting it, he got in touch with a very good member. Corresponding, visiting, sharing ideas, the helpful Rotarian of the "rusted" Club helped it to develop qualities it seemed to lack. Here was a case where, by personal action and faith in "splendid Rotary," a man who might have quit his Club stayed to make it all a Rotary Club should be.

## Humanly Understandable

*Asserts Leslie J. D. Bunker  
Lawyer; President, RIBI,  
Hove, England*

**T**HE condition of "Rotary rust" does exist in some Clubs and it doesn't depend upon the size of the Clubs.

I know a 100-ish Club which was in danger of developing "Rotary rust." The officers faced it, and, watching that the new members brought in were the youngest to be found in the local business community, improved their methods of information. Gradually the effects of the new knowledge and inspired challenge of the new boys really influenced the

older men. The Club as a whole has improved tremendously, and its influence in the community and its knowledge of true Rotary has steadily increased.

In my experience, "rust" is more likely to occur with Clubs that have been established many years, where the current information to new members is poor, and, splendid as the work of the older members has been and still is, they have lost some of their earlier inspiration, or perhaps were brought in in the days when the modern emphasis on service was not so prominent.

I don't think the writer's reason for quitting is good enough, but it is humanly understandable, and, maybe, is more honest than the attitude of some men who feel as he does, but stay in the Clubs and do nothing about it.

Where such a condition exists, the place where the cure must start is with the officers. They need first to recognize the facts, face them, and then, in the particular circumstances of their own Club and community, find by what method they are most likely to appeal to their men to rethink their attitude and so provide more understanding service for the future.

## 'No Rust in Our Clubs'

*Reports Bunkichi Ito  
Art-Museum President  
Niigata, Japan*

**W**E HAVE had no experience with "Rotary rust" in Japan because Rotary is, generally speaking, young here and the number of Clubs in the country is increasing all the time. "Rust" would most likely occur in regions where there have been Rotary Clubs for many, many years. Most of the members, possibly, get a little tired of progress. We have had no problem of that sort as yet.

Rotary is mainly an individual matter; the individual activities

of a Rotarian count more than organizational or Club efforts. This Rotarian should know this—and if he does, he does not have to quit Rotary at all.

The officers of his Club should appoint him as Chairman of some activity and he would be much more interested in the Rotary movement.

## 'What Did He Do?'

*Asks Erik Olof Atle Norman  
Retired Army Officer  
Stockholm, Sweden*

**I** REMEMBER a discussion in one Rotary Club in my country in which a member rose to his feet and said, "Our Club must be careful not to be only an organization of personal friends." Another member immediately answered, "That's right, but what have you done in order to keep away such a development? That's your duty because you share the responsibility of the character of the Club with the other members."

Here we have the same thing. What has the gentleman who is so disappointed done to remove the "Rotary rust" in his Club? Nothing, I think. He has not given the real reason for leaving the Club to its Secretary. He has not had the courage to tell the truth. His personal ethical standard is therefore one of the reasons if there really is "rust" in the Club.

We must be glad to have people who are not Rotary-minded outside Rotary. On the other hand, the District Governor can take up the question with the Club President during his next official visit.

## No 'Rustiness' in Rotary

*Asserts Carlos E. Arbaiza S.  
Merchandise Importer  
Pacasmayo, Peru*

**I**T SEEMS to me that this gentleman has taken the wrong road. It is undoubtedly easier to avoid difficulties than to face them. And more convenient, too. We might

even take the liberty to say that he should never have been accepted in Rotary. He lacks courage, personality, responsibility, enterprise, ideals, and the wish to serve.

Otherwise, how could he have accepted for so long the situation which existed? If his fellow Club members are as he describes them, why has he not aroused them to action? When he was accepted as a member, did he not promise to encourage and foster the Rotary program?

We have, of course, seen Clubs in such a situation. Ours was one of them. There was a time when it was thought that it would be better to dissolve the Club than to continue in the way in which it was going. But then we placed it into the hands of young and new men who had a great deal of energy and many ideas. They received the warm and generous support of those who felt in their hearts the warmth of the emotion of Rotary. They overcame the "accomplished facts." They fought against the indifference, the complacency, and even the hostility of the displaced, but, in a short time, they transformed the Club.

We occupy once more the place which belongs to us in the community. We feel again the pride of wearing the Rotary emblem on our lapels.

It is not really possible to speak of "rustiness" in Rotary—at the most, perhaps, of "rust" in our attitudes, actions, and realizations.

### 'He Needs to Be Bold'

*Suggests Ram K. Bhandari  
Physician  
Hyderabad, India*

**M**Y IMMEDIATE reaction to the problem of this Rotarian is that of pity for him. I am certain he has no valid reasons for leaving his Club. I believe he has not understood Rotary. If he only applies The Four-Way Test, he will find the solution to his problem. He should be bold enough to tell the truth to his Club Secretary as to why he is resigning. If he is shy, he may take the latter into confidence and reveal his mind.

There is nothing like achieving too much success by a Club or any

other organization. A Club having an excellent record of service is bound to search for more opportunities and projects for further service in the community. Particularly I am certain of this since, as the member indicates, he has "wonderful, friendly, sympathetic, top-level men in the community, who are always prepared to work for the right cause." All these go against the member's intention to resign.

Probably this Rotarian is not satisfied with the weekly programs. If he suggests only a couple of good programs to the Chairman concerned, his idea is bound to receive acceptance.

If he just contributes his share to the Club, the wheel will start moving. He must be a member of some Committee. He had an opportunity. Did he avail himself of it? He may prove a shining example and the so-called "rust," however hard, will vanish.

I do not feel there is such a thing as "rust" in Rotary—unless it means a lesser degree of activity and slower movement of the wheel.

I know of a Club which had gone down in activity and miserably in attendance. A couple of young men put their shoulders together. They were younger in age and had greater energy. The Club became a shining example in the District and has been winning the attendance shield for the last two years.

This resigning Rotarian has ideas but not the required boldness to work with his wonderful friends, and feels there is hard "rust." It will be, of course, his loss to leave the Club. Someone is going to supply more force and the wheel is bound to move and progress.

### Persuade Him to Stay

*Says Alfred J. Bjerregaard  
Newspaper Distributor  
Frederiksberg, Denmark*

**T**HERE certainly must be one or more members in the Club who are in possession of that "Rotary spirit" who can persuade the fellow to try once more.

And then he should be placed on a responsible job in the Club,

where it would be possible for him to exercise his influence upon his fellow Rotarians in accordance with his own ideas about Rotary.

If there is such a thing as "rust" in a Club, certainly not all members are infected. Those who are not infected have a duty to make an extra stake, and if this is done the Club can easily be reestablished as a good Rotary Club. We have previously had similar cases in this District, but all difficulties have been overcome.

### Should Talk with President

*Suggests Herbert R. Birch  
Lawyer  
Korumburra, Australia*

**I** BELIEVE that no Club can be said to be "too successful."

This Rotarian would appear to have been (a) disappointed at not having been chosen to take one of the major offices in the Club; or (b) the victim of one of those moods of depression which we are all prone to, at some time or other, and has reacted by "maligning" those who are his friends and who are glad to pursue their Rotary lives more serenely; or (c) of an age when, in some people, approaching senility and sense of general frustration march hand in hand.

I do not think he has valid reasons for resigning. An experienced Rotarian should have retained his pride in the success of his Club.

The resigning Rotarian should have approached the Club President and had a fireside talk with him on his fears for the Club's well-being.

This ought, undoubtedly, to have resulted (a) in a mutual understanding of the difficulties which confront every Club which has achieved most of its objectives; and (b) in formulating some plan for the future.

Any sign of "Rotary rust" in a Club would soon become obvious to most of its members.

In taking stock of the Club's welfare, the incipient "rust" might be avoided by:

(a) Introducing more younger men into Rotary.

(b) Considering whether the Secretary, [Continued on page 53]

# Something to Lean On

By J. C. PENNEY

*Noted Merchandising Executive;  
Rotarian, New York, N. Y.*



**A**MONG men of outstanding ability and accomplishment are many who possess a significant characteristic. They have a measuring rod, so to speak, by which they test values. They do not work to passing purposes, but in terms which will continue their influence.

This is what makes us revere distinguished men. No one today can seriously study the life of Abraham Lincoln without being—in one way or another—emancipated. Such men are not confined in their thinking by threescore and ten years. They simply do the best that is in them and then leave it to time to determine its value.

I am daily thankful that my early business training was in association with such men—men who thought hard, worked hard, and tried hard to serve others. What I am referring to is this: I worked in a Golden Rule store.

Later I acquired a part interest in a store, and I cannot tell you what a sense of entrustment I felt at being responsible not only for creating a paying business, but for keeping a great principle active while doing it. The responsibility was to me a challenge from which I have never departed.

A prior influence came from my father, who was a praying man and, in all he did, a hard-working, practical man. I learned that the great principles we have inherited from the world's experience are not statements to be read occasionally. They are actual forces to be directed upon whatever we do every day as our job. We work with the forces. But they work for us!

There is something distinctive that I always look for in men of serious purpose. Those who so live and work are, I find, believing men. Many are praying men. Again, many seem to do their praying not in words, but in the best work they can perform.

Their businesses, as a pursuit, must serve human needs. And they must obey the law. I do not refer to the civil law that protects one man against another. I refer to the spiritual law that protects a man against himself. For all men are tempted to slip down from their best standards. We have to watch—and pray. A man whom I have known for many years has recently presented a practice of prayer that is unique. More than that, it always brings results. Speaking of unanswered prayer and the consequent discontinuance, he says:

"A lot of folks quit the practice of prayer in discouragement. But all the while there is a way out, an answer, however dark things may seem. Best of all, it is an easy, straightforward, manly way. And this is it:

"When things are so out of control that you lose your balance, just stand still and pray to yourself to do something for your God. Let that something be the very thing that is stumping you, and you will find that once you make up your mind to do what seems impossible, wonderful things will begin to happen.

"Challenge your trouble and confidence will suddenly warm over your heart. Then stretch forth your hand to begin the job. Your hand will begin to feel the strength, as if someone had turned a power current into it. Indeed, Someone has. The darkness of not knowing where to begin will fade away as if somebody had turned a light upon the road ahead."

It has been said that prayer is often "plain, manly determination heading in the right direction." If I could get one message over to the youth of this world, it would be that success in life does not depend on genius. Any young man of ordinary intelligence, who is morally sound, aboveboard in his dealings, and not afraid of work, should succeed in spite of obstacles and handicaps, if he plays the game fairly and keeps everlastingly at it.

If contentment be a man's goal—and by contentment I mean the most comfort with the least effort—one may leave him to it with the certainty that one day he will wake up. In these days of world turmoil, ordinary and average men are beginning to see that they can do even wonderful things with what they have. They are discovering that the challenge of life is a rich experience if one meets it in the faith that there is available to him more power than he is using.

I could quote you challenging testimonies of this fact from many businessmen who go through the day in the quiet conviction of friendship and partnership with a higher being. These too can be called preaching men, for their sermons are the good work they perform. They also are praying men, for it is the revelation of prayer that lights the pathway. And they are hard-working, practical men who know that the hardest assignment a man can accept and put over is to go about the day's affairs, the run-of-the-mill work, and do it with high purpose.

# 'We Can't Let Go!'



*"I can do it!" A 3-year-old, with the help of Rotarian Wm. Armstrong, joyously manages a graduated flight of stairs.*

*The helping hand, once put forth to crippled children, is impossible to withdraw, as Sharon has discovered.*

are being treated by the Society. Every kind of cripple—cerebral palsy, polio, cleft lip and palate, muscular dystrophy, club foot—is dealt with by the Society, which now uses a large brick residence near the hospital for its headquarters. A major part of the clinical program is the fitting of braces, but 20 or more surgical operations are performed annually.

Children under the care of the Society are encouraged to mingle with the public so they will become accustomed to the reactions of other people. They participate in dancing and swimming classes, and in the full round of school activities in so far as possible.

The sight of these little children struggling grimly, but courageously, with their handicaps in an effort to win near-normal lives has been almost more than many Rotarians could bear. Arkward, improperly coordinated hands reached right into their hearts—and they agreed: "We can't let go!"

Early in 1955, Sharon Rotarians consulted with the five other Clubs in Mercer County—Greenville, Mercer, Grove City, Sandy Lake, and Hickory—about a cooperative plan to build a centrally located school and clinic where all the handicapped children's activities could be combined. The enthusiastic response resulted in the selection of a ten-acre site in Hickory on which a \$200,000 building will be erected.

At the launching of the drive, the 300 Rotarians of Mercer County pledged \$60,000 to the project, and the remaining \$140,000 is in process of being raised. They made one thing clear to the architect who drew the plans for the new building: it must be expandable. As always, they were looking ahead.

—Yours, THE SCRATCHPAD MAN



SHARON is a bustling little city of 26,000, set among the scenic hills of Pennsylvania. Its people are busy—working in stores and factories, in mills and on farms—and they are preoccupied with the day-to-day makings of a living.

Many of these people of Sharon, and Mercer County, make steel, but they have soft hearts where their children are concerned—all children, but especially handicapped children.

Sharon Rotarians took the lead back in 1920, when their Club was only two years old. Cooperating with a surgeon member, the Club began to underwrite the expenses of needy children who were receiving treatment at the local

hospital. Later the members made a personal survey of the community to ascertain how many children were in need of corrective treatment.

Imagine their surprise when 300 turned up! That year, 1923, Rotarians dug down in their pockets to the tune of \$10,000 for their project of rehabilitation and therapy. In 1924 the Community Chest gave assistance, but the Rotarians did not let down.

The Mercer County Crippled Children's Society grew out of these efforts in 1937, and another Rotary Club had provided the cornerstone on which a broader-based organization could be built.

Today more than 500 children a year





*These children, most of them cerebral-palsy victims, were the beginning of the first school for them in Pennsylvania—the Brady Court School, opened in 1944.*



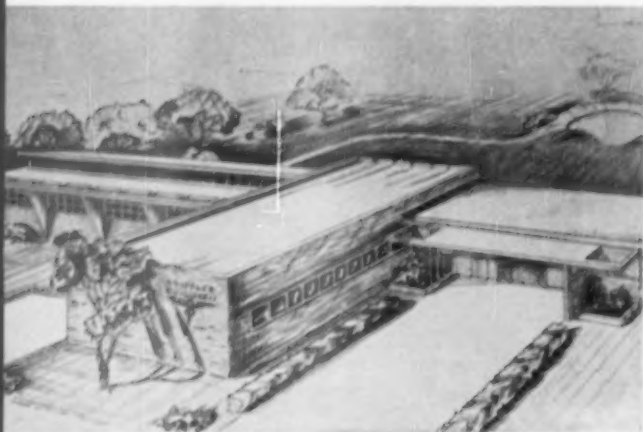
*For some, therapy is a matter of manipulation under the skilled hands of the nurses.*

*One of the 548 patients treated annually in Sharon. He has been crippled since his birth.*

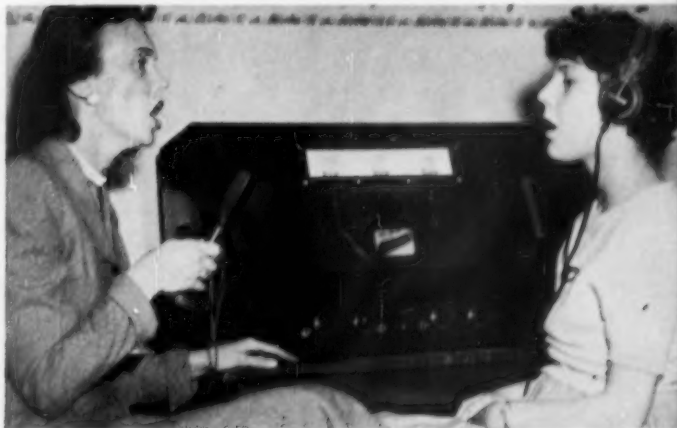


*Graduates often go on to good careers—as this one has done.*

*This is the architect's drawing of the proposed school and therapy center for which Mercer County, Pa., Rotarians are pushing a \$200,000 drive.*



*Some of the children, with minor impairments, can take their therapy locally, using the modern equipment available for training.*





*This dray hauled baggage in the '80s. Los Angeles area businessmen donated entire nine-acre exhibit.*



*Space travel is forgotten as youngsters make believe in an exciting, bygone era.*



*The 104-ton Southern Pacific locomotive No. 3025 is eased aboard a truck on its way to the park.*



*The "boss" and two "circus hands" admire this interesting addition to Travel Town's exhibit.*

*"Just a moment, folks! Have this trolley on in a second." Three others play motormen.*



AT 3:30 one recent Saturday afternoon, Jimmy Perez, 14, swung into the cab of the Southern Pacific Company's 104-ton veteran locomotive Number 3025. On the track ahead, the switch signal was green.

"All 'board!" echoed a cry from the rear.

Jimmy closed his hand around the throttle, pulled the whistle lever, and old 3025 seemed to snort and jerk, then roll down the rails. Her big, loud bell clanged merrily.

At his moment of glory, Jimmy was, in his own mind, engineer of the old locomotive he and the rest of the children of Los Angeles, California, have been given by the railroad.

The big 4-4-2 wheeler is a major part of the city's Travel Town exhibit on a nine-acre site in vast Griffith Park. Donated by businessmen and industrialists, the permanent show gives youngsters an opportunity to climb in and on an exciting variety of vehicles.

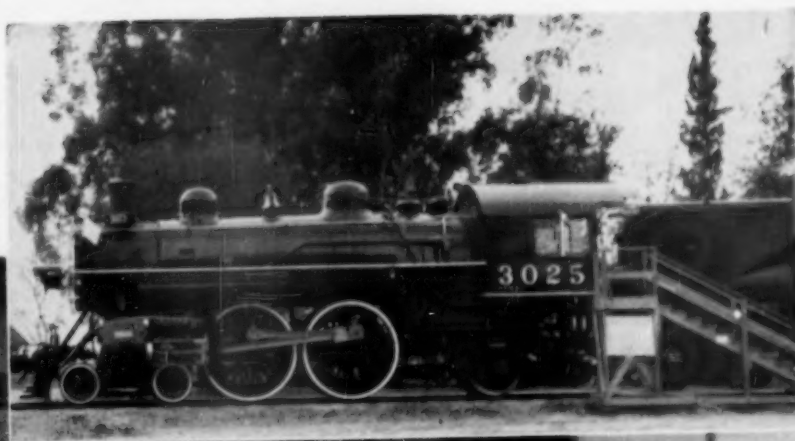
The children own the locomotive and tender, a caboose retired from Union Pacific's Utah tracks, and even an old station moved from San Gabriel 20 miles away. A streetcar, an airplane, and several pieces of horse-drawn equipment, including a historic circus wagon, complete the exhibit. The streetcar, like the steam engine, tender, and caboose, sits on its own track and may be "operated" by any girl or boy. Moving of the heavy equipment was done by a local trucking company, which donated its time and equipment.

Travel Town's appeal is universal—and it's not limited to the small fry. There are several fathers, probably, itching to try their hands on the throttle-too.

—WM. LEE COX

THE ROTARIAN

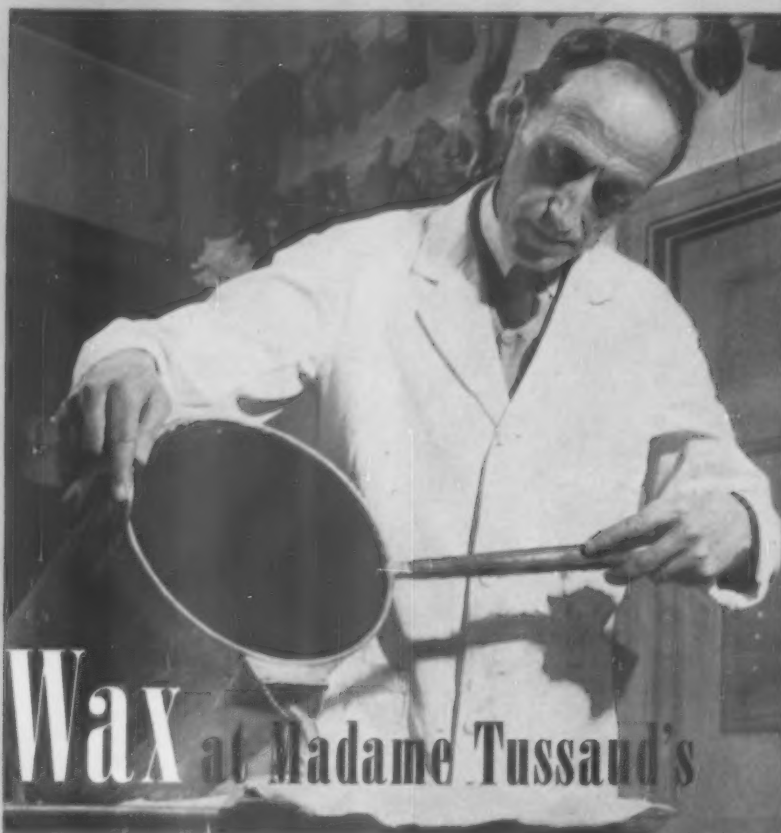
*Useful once more, the big  
4-4-2 wheeler high-lights  
the day for thousands of  
potential "Casey Joneses"  
like the trio shown below.*





*Each hair is fitted into place one at a time. Colors are matched carefully, using samples from the subject for best realism.*

*Against a startling background of spare parts, a technician pours the secret blend of wax long used by the Tussaud establishment to attain the greatest realism.*



## Back of the **Wax** at Madame Tussaud's

*Artisans in this London museum employ high skill to conjure 500 famous figures from a melting pot.*





**J**UST 156 years ago Swiss-born Marie Tussaud, newly released from a prison of the French Reign of Terror, packed a collection of wax figures and fled with her baggage to England.

Since then Madame Tussaud's collection has grown almost as famous as the 500 people whose effigies now stand in the London salon. The waxen population remains constant. Whenever a new personality is admitted to the museum, an older and less luminous personage is melted down. But as long as a figure stands on display, it looks almost as real and lively as its counterpart in the flesh.

This realism is a result of the painstaking care of artful technicians. Famous people being modelled are often asked for such things as a lock of hair so that the match may be absolutely accurate. Other celebrities submit to the making of masks from their own faces.

Operated by Bernard Tussaud, the great-great-grandson of the founder, the museum is almost the last of the waxworks. At the turn of the century there were 150 in the United Kingdom, an equal number in the United States, and more in other countries. There are only a handful left, and Madame Tussaud's is the best known.

Models are built with true, old-time craftsmanship, using a secret formula of wax to present a lifelike appearance. Every three months exposed parts, such as hands and heads, are removed for cleaning. Always such chores are done in the small hours when there are no visitors to be shocked by the spectacle of a headless, armless Napoleon.

Such care was the reason waxworks at one time were the chief means of showing the general public how famous people looked. Though photography has taken over this function, it has not destroyed the attraction of Tussaud's; the salons are a must on the list of every London sight-seer.

*Napoleon (top) gets a nightly dusting as well as a hand and face wash every three months. U. S. Presidents (center) are selected for their importance and placed in a special gallery. Tennis stars and other prominent sportsmen are always big attractions. That's Louise Brough whose head has been removed for a bit of retinting.*



Photo: Pickow from Three Lions





*Their Majesties! Queen Elizabeth and her husband, Philip, look as if they might be ready to step off the dais and greet the museum visitor.*

## Back of the Wax at Madame Tussaud's

*(Continued from page 23)*



*General Matthew Ridgway is freed from the mask which molded him. Usually features are taken from life masks to ensure the greatest possible accuracy. It is faster than sculpturing, too.*



*Here is the end of the trail for a Tussaud figure. Blows of a heavy mallet destroy famous features (above), while (right) a smiling fragment dissolves in the melting pot.*



# Public Relations

Everybody has them  
Good or Bad

Here are some ideas for  
improving yours —

By John LaCorda

Public-Relations Counsel; Rotarian,  
Philadelphia, Pa.

Illustrations by Josef Sedelmeier



**T**HERE is nothing mysterious or difficult about "public relations." Stripped of all gobbledygook, the term simply means "good performance publicly appreciated."

Some months ago old Joe Bailey retired as a ticket agent for the Pennsylvania Railroad. For years he had run the Cynwyd Station on the Norristown Branch just out of Philadelphia. The day he left his job scores of persons gathered to wish him well, and a good many actually shed tears. In a little ceremony they presented him with a purse collected by women who had sat at a card table on the station platform all through the preceding week. Joe Bailey was a commuter's delight. If you complained, he'd nod his head, then try to explain . . . but, first of all, *you* the customer were right. You always felt—even if sometimes the trains ran *ahead* of schedule—that you had a friend in Joe Bailey, who, though he probably never

knew it, was a great public-relations practitioner. "Good performance publicly appreciated."

Good performance can, of course, mean a lot of things. It can mean performance of products as well as of services, or of managerial policies and methods—all the many things that go into affecting attitudes toward your business or organization, from within and from without. The things you do to get along with other people—and how you do these things—these are your public relations.

Enlarge on the definition a bit and you'll find the attitude of management toward the employees and toward the customers. . . . It's the policy of the company in community relations. . . . It's the truck driver who carries the carton of empties out of the basement for the customer. . . . It's the salesman who, as part of his service-club membership, serves on a

team to canvass for the new hospital. . . . It's the teamwork that welds an organization into a smoothly operating, hard-hitting, loyal unit.

Public relations means, too, a little thing such as a telephone call. How many times do you yourself put through a call and the first response you get is the challenge, "Who's calling?" Personally, nothing irritates me more. It's up to me to prove that I'm important enough to talk to the great person. How much better if Miss Switchboard answers sweetly, "Why, yes, Mr. Great *is* in. May I tell him who's calling?"

Public relations can sometimes mean putting boxes under people. I once did some work for a pompous little man who liked to have his picture taken for the newspapers. One night we were taking his picture as he stood between two tall and distinguished citizens. As the cameras were about to click, my client held up his hand

A CLUB-COMMUNITY SERVICE FEATURE

and stopped the performance. "Look," he said excitedly, "these two fellows are taller than I am. I won't look good. Better get me something to stand on." Fetching a cheese box out of the hotel kitchen, I placed it under our hero. He beamed, and signalled to go ahead. Just as the photo was being snapped, the box broke and our man was photographed in mid-air—and displaying what turned out in the prints to be a rather strained expression.

Let me tell you an experience I once had with the Russians. I was driving through Southern Germany one day after World War II when I came to a food-distribution station set up by the American Army to feed the Germans. As the Germans filed past a long table, they were handed cans of food. Nothing was said to them as to where the food came from, and so I asked an American officer who was running the operation how come America and democracy weren't being given a plug.

"Oh," he said, "all we want to do is get them fed and out of our way."

But when I got up to the Soviet sector of Berlin a little later, I found that, there, things were done differently. On the side of every loaf of bread distributed were the initials "SED," which were those of the German Communist party. On the side of every coal briquet distributed was the hammer-and-sickle insignia. That, to my mind, is an example of the art of telling the story of performance.

Some seven years ago Elmo Roper conducted a survey to find out which groups were thought to be doing the most good for the United States—religious, business, governmental, Congressional, or labor. Business got 20 percent of the votes, second only to the religious category (34 percent). But when Mr. Roper ran the same survey in 1953, business had slumped from 20 percent to 10 percent, while the religious groups rose to 40 percent and Government jumped from 11 percent to 18 percent. On the question of who was doing the *least* for the country, business, which got only 6 percent of the votes in 1948, got 9 percent in 1953. So you see the time has

come for business to do something to reverse the trend of growing antagonism—which, let us hope, will never be so bad as it was back in the 1930s. Such recent books as *Executive Suite* and *The Man in the Grey Flannel Suit* have done little to enhance the prestige of management.

One trouble is that industry frequently waits until it is in difficulty before worrying about its reputation. As Earl Newsom, who numbers Ford, Jersey Standard, and American Locomotive among his clients, puts it: "Businessmen are so preoccupied with the notion of making and selling things that they often fail to recognize developing public-relations problems until it is too late."

Take the tobacco companies. They have long known that studies were being made of the connection between cigarettes and can-



"On the side of every loaf of bread distributed were the initials 'SED.'"

cer. But they waited until the results were published and sales started to fall before getting together to make their own tests.

Many companies fail to realize the difference between pressagency and public relations. Press-agency is usually a one-shot attempt to get a story in the papers. Public relations is a long and continuing campaign, aimed at molding public opinion on a broad basis for the benefit of a corporation.

Many years back, for example, when Carl Byoir took over the Libby-Owens-Ford plate-glass account, he got architects to plug for more glass in houses, had a book written on glass, encouraged auto manufacturers to stress the safety features of more visibility (and

more glass). By increasing the over-all use of glass, Byoir thus helped boost sales of his client.

Many companies that realize the value of public relations still regard the job as a mere offshoot of advertising or a task for a glad-hander. They often appoint incompetents, and assign them a spot so far down on the table of organization that they often have no knowledge of what the company is planning—or why. Such public-relations-minded companies as Ford, General Motors, Lockheed, and Curtis Publishing long ago learned that their top public-relations men must sit in on policy-making decisions to keep the public informed.

Many a corporation has grown so big that unless a broad effort is made to humanize it through the officers, the public will see it as only an impersonal conglomeration of plants. DuPont is one of those that have realized the need for a more personal approach, and thus duPont has made its president its public face and spokesman. On the other hand, there are many corporate executives who still feel that when they have issued a handout to the press, they have done their duty. They make no attempt to make themselves available in press conferences, thus are often misunderstood or misrepresented by politicians or labor leaders.

For a good company, there is no mystery in good public relations. The secret is simply to tell all it can about itself. One of the first to realize this was the American Telephone & Telegraph Company. A. T. & T. capitalizes on its own greatest asset: good service. And it spends money to make certain the public is kept aware of the good service. Thus, when a rate rise is needed, there isn't too much opposition.

Opinions about a business—favorable or unfavorable—generally are based on a number of perfectly obvious expectations. First, people expect a business to furnish them a product or service of good quality at a reasonable price and to have adequate supplies available at all times.

Next, people insist that business concerns deal with them honestly—that they have *integrity*—good



# Six Ways to Improve Your Club's Public Relations

**DOES** a Rotary Club have public relations? Yes, it does—whether or not its members know it—for public relations is simply the sum of all the impressions your Club is making upon your community.

If your Club is concerned about the question "What does the community think of us as an organization?" and if you would like to move in the direction of a positive answer, here are six ways to do it:

**1.** The Club must be doing something, either as individuals or as a Club, which merits the appreciation of the community. The Club should have a program of action in all avenues of service. In a Rotary Club, as in any organization, institution, or business which is concerned about public acceptance, there is no substitute for performance.

**2.** The next step is to tell that story well and widely, within the bounds of good taste. Newspapers, radio and television stations, the Club publication and bulletin boards—or any other communications medium—should be utilized in telling your story. Most Clubs

help to accomplish this by having one or more representatives from the local newspaper or radio or television station as a member of the Club and, specifically, as members of the Public Information Committee. The Committee should also make regular contact with non-Rotarian editors in the community.

**3.** Publicize each weekly meeting, each Club project, and all special events such as ladies' night parties, anniversary and intercity meetings. Your Public Information Committee should operate on the principle that Rotary is a "continuing story" of service, not just a "now and then" occasion for community-wide publicity.

**4.** Be sure that a reasonable amount of publicity is given to the honors and special achievements of individual Rotarians. The citizens of the community should have specific reasons for believing that "a Rotarian does things."

**5.** The Board of Directors of the Club should create and main-

tain an internal public-relations program which "sells and keeps sold" every individual member. Here the key is full information about Rotary and about the activities within the Club. "Putting more Rotary into Rotarians" is a practical program which results in better orientation of the whole Club. Each Rotarian must be kept well informed about all Club activities. For example, all actions of the Club's Board of Directors should be promptly and fully reported to the members. The whole Club should also be kept abreast of the plans and progress of Committee projects.

**6.** Be sure that your Club is thoroughly geared into the world program of Rotary International, and that your community understands its relationship to, and its part in, that program. Observance of special Rotary events, intercity meetings, District Assemblies and Conferences, and visits of your District Governor—and other such newsworthy events—can be the local "news peg" upon which a news story describing the world scope and significance of Rotary can be hung.

—Harvey C. Jacobs

character. Without that good character in a business no public-relations program can succeed for any length of time.

People admire efficiency, progressiveness, scientific achievements. But far more important in building good public relations is simple, everyday courtesy. Courtesy is no substitute for efficiency, but it takes nothing away from it and adds to it enormously.

The public expects a company—management and employees alike—to be good citizens of the community; to take an active part in community affairs; to have buildings and plants that are a credit to the town; to keep its property in good shape, mow its lawns, trim its hedges, shovel its snow; to provide good stable employment for local people; and to patronize local suppliers. In short, to be a genuine asset to the community.

When any situation arises to prevent your doing what the public expects, the public-relations answer is simple. Use appropriate mediums and methods to tell frankly and forthrightly why the situation exists—what you're doing about it and what you plan to do, and what, if anything, the public can do about it in the meantime. In short, put your cards on the table. You'll find people will be reasonable and fair and will like your candor.

Above all don't try to cover up. Sooner or later you'll be found out and then you will be in real public-relations trouble. Be the first to tell the bad news. Don't let someone smoke you out. Don't get on the defensive. But don't apologize—explain. If you're right, say so vigorously.

The public gives high marks for trying—if it knows that the business is trying. People will be

more patient, more understanding, if they know what you're planning to do about a situation. It is vastly important, if you value the public's opinion, that you evidence your interest and concern about their needs. If you don't, if you let an unsatisfactory condition exist and say nothing about it, the sure assumption most people will make will be that you don't care. The burden of proof is on you.

Of course, there is no defense for dubious things, shabby practices, sharp dealings. No public-relations program can do anything effective about that sort of thing—though public-relations people are sometimes asked to try. And there is no excuse for bad manners. There need never be any shortage of courtesy.

When a company has a good score on the fundamentals, when it's living [Continued on page 58]

# 'Bill-Crazy' After Marlin

*The result: a rousing battle with 100 pounds of Atlantic fury  
that almost got away and took his enemy with him.*

## By CHUCK MEYER

*Sportsman and Author*

THE 26-foot skiff *Vixen* yawed and lost momentum as the wheel went hard over. Behind us, trailing off the bamboo outrigger poles, two marlin-size squid baits abruptly stopped skipping the surface and started to sink. The stretch of green water 15 miles southwest of Montauk Point Light suddenly came alive. A slender, purplish-black shape swirled behind the port bait. A rapierlike bill lifted high over the surface and slashed with a combination sidewinding, overhand blow. The 27-pound test line popped out of the outrigger clothespin with a pistol's crack.

"Marlin!" I bellowed. "Get into the chair and watch the reel! Snap the other line and bring it into the boat!"

My passengers were rolling in the scuppers. Brother Fred had been dumped off the engine hatch by the twist of the wheel. Frank Perrota had been sleeping on the deck. He was still on it, considerably confused, and only half awake.

The reel on the 6/9 (six-ounce tip, nine-thread line) rig spun evenly in free spool. We waited tensely for that spin to increase if the billfish picked up the dismembered bait sinking slowly out there in the depths. It's the toughest, pulse-pounding few seconds of waiting a fisherman ever knows.

Out of gear, the *Vixen* wallowed slowly in a slight wind sea. The August sun beat down from a cloudless sky. There was no trace of change in the outward appearance of that chunk of the Atlantic. Just a big, lonely, empty expanse—with a white marlin cruising somewhere below, making up its mind whether it was going to feed.

The linen still spun quietly from the reel. But the tempo changed! The spool picked up speed till the gears sang. The marlin had completed its underwater circle and picked up the decapitated squid somewhere below. The fish headed offshore, swimming deep.

"Hit him!" Frank yelled.

Fred tightened his grasp on the forward rod grip and rose half-way in the chair. His back muscles rippled, legs braced for the shock. The marlin felt the barb and surfaced, whipping out of the water like a sunfish snagged from a high bridge. Seven feet of enraged billfish rose into the air, dancing across the water on its tail. The fish attempted to twist in midair and pancaked back on its side. Water roiled out of a white crater. Then, distinctly, the rod shuddered as though the hook had pulled through. But the weight remained. The fish was still on, scarcely fighting. Fred reeled effortlessly, bringing a green marlin alongside the boat.

The fish gazed at the hull with a baleful, wild eye. There were murder and a touch of insanity in that look. I raced to the stern, ignoring the heavy canvas gloves on the windshield. I could see already the *Vixen* sailing proudly into the Yacht Club dock with a white-marlin pennant flying. Call it offshore fever, but I grabbed the fish's bill barehanded, intending to drag it into the cockpit and stun it with a club. It would have been a fine idea. Fred, seeing me reach, concluded the fight was over and lowered his tip. The

hook had slipped from the marlin's gullet and fouled the fish in the left eye. Now it released. The marlin, under no restraint, felt no further pain.

The fish reared backward and shook its head savagely, throwing me half out of the boat, across the transom. The sandpaper bill rasped across my hands. Blood tinted the water. A lifting motion slammed me against the gunwale. The fish shook again and my stomach connected with the stern bitt. It was a fool's trick, but I couldn't let go of the bill. Either a slashing attack would catch the upper half of my body or the coiled leader would loop and take part of me with the fish.

"Fred!" I screamed. "Get me back in the boat!"

The marlin gave a last tremendous wrench, searing my palms like the burn of a blowtorch. Fred grabbed my leg and heaved. He's a big man—six foot and well over 200 pounds. The marlin and I slid over the coaming in a confused, jumbled heap. Frank applied the killing blow with the blunt end of a hammer. I lay there, dazed, looking at my hands. The skin was gone from both palms. Blood flowed from a dozen ragged rents. The fingers felt stiff and unwieldy.

"What do you call that lunatic's technique?" asked Fred.

The experience taught me a valuable lesson that has lingered since. Makaira albida, the white marlin, is deserving of anyone's respect. The streamlined blue-black body that shades to silver beneath contains an enormous power-pack as well as a fighting heart. Billfish resent being caught and woe to the man within their reach.

Marlin have only one basic

A CLUB SERVICE FEATURE

weapon: their terrible, elongated snout. The young have well-developed teeth which decay as the fish grows older, leaving a full-grown marlin with only this cartilaginous sword. But the conical, pointed bill is as hard as a battering ram, twice the length of the marlin's head and a dangerous offensive or defensive weapon. I have seen a small white slash through a school of mackerel, apparently killing just for fun. Dead, dying, ripped-up bait dotted the ocean's surface for hundreds of yards. The marlin had no immediate object outside of wanton slaughter. Literally acres of mackerel rose out of the sea in a silver sheen at one point,

trying to escape the billfish. The marlin batted them as if they were grains of sand in a wind-storm. Finally, tiring of its sport, the billfish disappeared under the surface. If it ate any portion of the mackerel, it could only have been a tiny fraction of the fish it had slain.

The white marlin is comparable to the smaller sailfish for dazzling speed and acrobatics, but tends toward a swordfish for immoderate, insane ferocity and an amazing endurance. The combination has caught anglers with a sort of offshore fever.

Pound for pound, it has often been claimed a white marlin outperforms anything in the water,

including the aerial-minded tarpon. At least one has been known to charge a boat. This fish expired after poking its sword clean through the bottom planking of a sea skiff. Certainly, 100 pounds of gyrating, frantic marlin on the end of reasonably light tackle is a fishing experience no one who has known it can ever forget. I should know!

The whites are more plentiful than the larger blue, black, and striped marlins found in tropical waters. Whites are taken each year off the Florida coast, at Bimini in the Bahamas, and at fishing hot spots from Oregon Inlet, Ocean City, Maryland, and up to Montauk, Long Island. North

Illustration by Felix Palm



*"'Fred!' I screamed. 'Get me back in the boat!' The marlin gave a tremendous wrench, searing my palms like the burn of a blowtorch."*

of Montauk, marlin seem to be progressively rarer and harder to catch. But even in regions of relative plenty, many a marlin fins insolently on the surface, their twiglike upper caudal lobes showing clear, frustrating unhappy anglers by their appearance and subsequent refusal to accept a bait.

Baits themselves depend on in-

dividual preference. Most popular are the squid, belly bonito or tuna strip, rigged eel, whole mackerel, skipjack, or balao. But you may find almost anything used, and used successfully, as a marlin bait.

Sometimes marlin will travel in pairs. Occasionally you find more than two, but then it may be a congregation because of the abundance of food in a given area. The

marlin's movements are as mysterious as their sudden, inexplicable appearances in favored fishing spots along the coast. Usually you go out on a hot Summer day and troll for endless hours. Your baits skip while your eyes grow red-rimmed with staring into the endless sea and all hope dies. Then, maybe you see one white marlin—if you're lucky.

## 'Big Bill' Fills a Gap

WHILE others wring their hands and deplore the teacher shortage that plagues United States schools, a tall, barrel-chested Rotarian, William E. Reynolds, of West Carrollton, Ohio, is doing something about it. "Big Bill," businessman and substitute teacher, is a one-man movement to interest business and professional leaders in teaching school. And he's his own best example.

An engineer and contractor, Rotarian Reynolds owns and operates the West Carrollton Building Supply and Lumber Company near Dayton. At peak periods he has as many as 80 persons working for him. When he's not stomping around, armed with blueprints, he's apt to be surrounded by 30 or more seventh- or eighth-graders. The subject? English, arithmetic, economics—whatever is needed at the moment.

"Big Bill," married and the father of three children, the oldest of whom is married, says teaching and working with children helps to keep a man young. He feels both students and teachers have much to learn from each other.

"Even when the subject is something like simple mathematics, for good measure I throw in a little human relations," he says.

If the class is kept interesting enough, the teacher-businessman insists, there is no time for a discipline problem to develop. He likes to impress upon youngsters that there is no room for hatred and jealousy inside the classroom. Rotarian Reynolds, a big man who doesn't look the type, sometimes finds himself dealing out advice to the lovelorn as well as answers to arithmetic problems. The other day a group of 13-year-old girls swarmed around his desk at the end of school. "Are we too young to have dates?" they asked. "Our mothers said we should ask you and if you thought it was all right, they'd let us."

"Bill," whose youngest child is the same age, was emphatic when he told the girls they were far too young for

twosome dates. And that settled it.

Kindness is the secret of popularity, he told another troubled teenager. And kindness is one thing he doesn't seem to run short of.

Some weeks Rotarian Reynolds will teach two or three days, other weeks less often, for the Dayton school system. He feels free to get away from the contracting business now that his son-in-law, Lloyd Martin, has taken over the responsibility of managing the building-supply end.

But the combination is often hectic, the businessman-educator admits. He sometimes has to take one of his school lunch hours for business details or inspection of a construction job.

"Big Bill," an engineering graduate of Tri-State College in Indiana, has been taking courses of one kind or another as long as she can remember, his wife, Marcella, says. He has piled up some 180 college credits, and has been awarded an honorary degree in engineering at his alma mater. Now he has his heart set on a degree in

education and Mrs. Reynolds doesn't for a minute doubt that he will make it. He plans to get it at the University of Dayton next June.

His double duty doesn't leave Rotarian Reynolds much time for fiddling (he's a violinist, loves music) or for his lodge work. He also is a Past President of the Rotary Club of West Carrollton. A member of the Dayton Society of Professional Engineers, he is also associated with the Ohio and National Societies of Professional Engineers and the American Society of Military Engineers.

The Reynolds' son, David, enters the University of Dayton Engineering School next month, and seems bent on following in his father's footsteps: going into business and later teaching. Now if "Big Bill" can persuade some of Dayton's adult teaching material to go along with his plan, he'll more than do his part in helping to solve the teacher-shortage problem.

—Betty A. Dietz



Recess over, a Dayton, Ohio, schoolroom comes to order. Substituting for the regular teacher today is Rotarian William E. Reynolds, a contractor and builder.





*In his jewelry store . . . in his modest acceptance of a man-of-the-year cup . . . Lloyd Collier, of Whiteville, N. C., demonstrates that man can live usefully and happily despite constant pain.*



*Photo: Baldwin*

# 'Man of the Year'

By WILLARD G. COLE

Newspaper Editor and Pulitzer Prize Winner

lined the possibilities, and Lloyd quickly chose to learn watchmaking. Upon graduation he found that knowledge of a trade was one thing; getting a job was quite another.

"Nobody wanted an inexperienced watch repairman," he recalls. Finally, a kind druggist in Whiteville allowed him to occupy a corner spot in his store, and without so much as a watch crystal the 18-year-old youth was in business. His small business flourished, and four years later he married Stenza Rogers, a music major at Pineland College. In 1937 he became a member of the Whiteville Rotary Club. One year later he opened his own modern jewelry store.

In 1943 another complication set in: his right leg became paralyzed also. This setback, now that he had a wife, two sons, and a business to look after, failed to dampen his enthusiasm for life.

Rotarian Collier served as President of his Club in 1943-44, and as a member has put Rotary's ideal of service to work in many ways. He has served as president and director of the Whiteville Merchants Association and is currently director of a local bank, hotel, and holding corporation. Last year he was president of the North Carolina Retail Jewelers Association. At his store he has employed 18 men with physical handicaps of one kind or another, ten of whom later opened their own establishments.

Lloyd Collier has served his community as a town commissioner, chairman of the planning commission, and chairman of the board of deacons of his church. Since 1946 he has boosted the development of the public library by serving as the county chairman. In addition to these duties, he conducts a 15-minute radio program every Sunday afternoon.

From his business success have flowed innumerable benefits to public causes and individuals. He has been generous with both time and money. Lately he financed one student through college and is currently aiding a young woman who is studying to become a home demonstration agent. His whole State recognized his service in 1955 when he became North Carolina's "Handicapped Person of the Year." The presentation was made in Raleigh, the State capital, with Rotarian Governor Luther Hodges and other State officials on hand.

With all his financial success and public acclaim, the Whiteville watchmaker is still a man of deep humility, crediting his accomplishments entirely to the help of others. Rotarian Collier's triumph over physical handicap is an inspiration to all so afflicted, his service to others is an inspiration to everyone.

SPRING was in the air and in Whiteville, North Carolina, a 16-year-old boy dashed up the steps of his high school. The next day his youthful world lay in ruins as sharp pains cut through one of his legs. Never again was Lloyd Collier to walk without pain, and both his legs were to be paralyzed. Even worse was the paralysis which struck his mind and soul.

Today, through personal courage, the help of friends, and the work of the North Carolina Vocational Rehabilitation Department, he has overcome severe physical handicap to become a leader in business and in service to others. Local residents knew his story. Nearly 20 years after paralysis struck, when Lloyd Collier's name was announced as Whiteville's "Man of the Year," the audience which filled a local auditorium rose and gave him a thunderous ovation. But behind that moment were years of physical suffering and weeks of despair.

Lloyd Collier was in his third year of high school when stricken with pain stemming from spinal pressure on nerves to his left leg. A subsequent operation was unsuccessful, and he recalls, "It was a sad moment when the doctor said I'd be crippled for life." The following year he finished high school and applied for admission to State College in Raleigh, but in a depression-pinched tobacco land there were no funds for college. His physical affliction made working his way an impossibility.

A former high-school teacher was responsible for his first contact with the State Vocational Rehabilitation Department. A representative out-

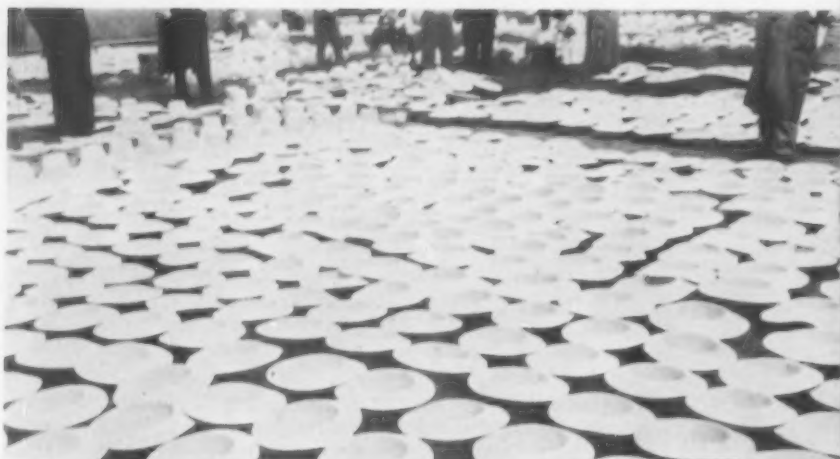
**Unusual  
Rotarians**



# *Hats Off to Ecuador!*

*Workers give the newly woven straw hats a soap-and-water scrubbing before stacking them in rooms for the sulphur fume preservation and fumigation treatment.*

*Like a patch of orderly mushrooms, hundreds of hats blanket an exporter's yard, drying and bleaching in the sun. Ecuador will export 4 million "Panamas" this year.*





THE next time you put on that crisp, cool "Panama" hat, remember to thank the Ecuadorians—they made it! This year their South American country will produce 4 million hats, 90 percent of which will be exported to the United States. And, as it has every year, Panama will get the credit. One story has it that Ferdinand de Lesseps, builder of the Panama Canal, bought Ecuadorian straws in Panama marketplaces; others engaged on that project followed suit—and the vogue was born. The *toquilla* straw of Ecuador became known as the "Panama"—and the name has stuck.

Ecuador's straw hats are made of a native palm fiber called *toquilla*. Women and girls, who have inherited weaving skills traced back to the Inca Empire, make a hat a week. Good hats sometimes take three weeks to finish, and the prize products, bringing as high as \$150 in the choice markets, may require as long as three months to make.

*Toquilla* straw is cut, dried, and sold in bulk to women who hand-weave crowns and brims and sell the rough bodies in the local marketplace. Professional buyers bid for choice lots, then finish the operations of washing, ironing, sulphurizing, hammering, and sorting. Incidentally, Rotary's new Governor of District 114, César A. Arcentalles, of Guayaquil, Ecuador, is a straw-hat exporter.

Ecuador, of course, is but one source of straw hats. Colombia, Switzerland, China, Japan, and especially Italy are large exporters. Recently a United States' hat manufacturer introduced a synthetic "straw" hat made from gas, salt water, and air!

Anyway, hats off to Ecuador!



Photos: Hamilton Wright

*Ecuadorian weaving skill (top left) dates back to the Inca Empire. A close-up of nimble fingers finishing a lacy design in toquilla straw shows the dexterity for which Cuenca women are famed.*

*It's market day! Cuenca women (above) select the matching strands of straw, enough for a hat, and take them home to weave. Note the headwear—the women, too, are proud of their finished products.*

# A Businessman Looks at Education

*What a child learns in formative years  
serves him well as he goes through life.*

By **HOWARD HENDERSON**

*Advertising Executive*

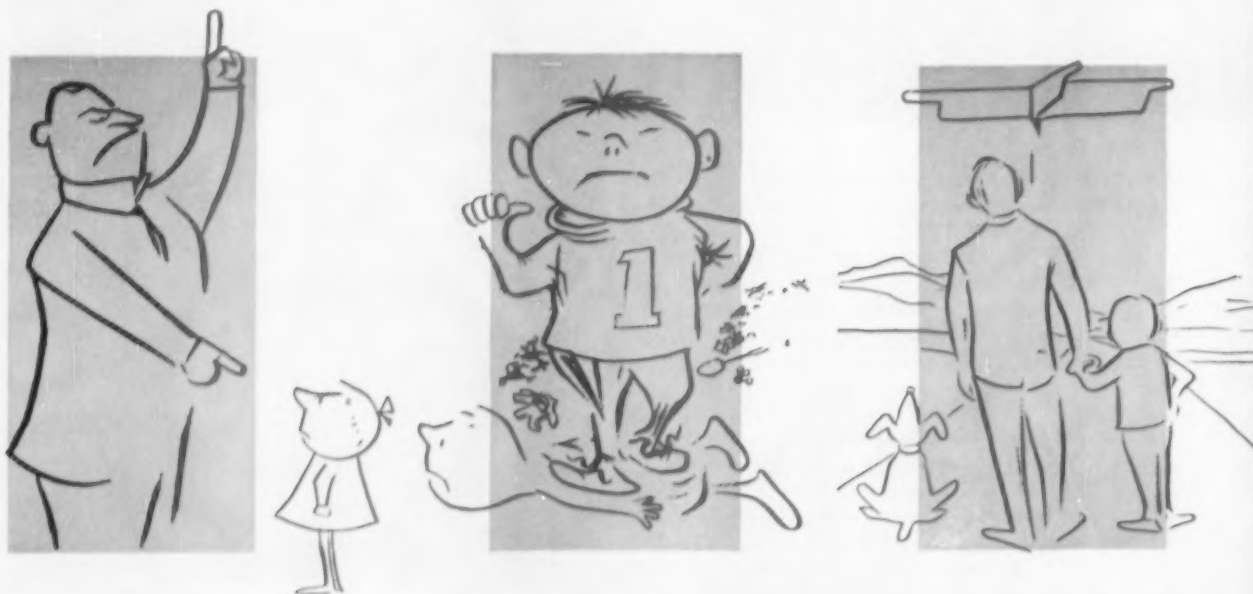
**E**DUCATION is a lifelong process that begins when the child is born and ends only when he dies, so let's begin with the child himself: see how he learns from birth, how he continues to learn at school, how this affects what he does after he graduates and earns his living. Then we can perhaps decide, each in his own community, how good a job we are doing in educating our children and how it might be improved.

For so complex a subject as a human being, our present understanding is still very meager. Yet in-

fants and children have never been willing to wait for our knowledge to catch up. They must be cared for now. So scientists warn us against trying to freeze the little that we know into glib labels or barren dogmas. Instead, they keep retesting by such questions as:

What is *really* going on here? Does it make sense? If we do this, will it work?

Your feeling as to the best way for adults to help a child grow up would probably be close to one of these three:



1. Grown-ups know best what the child needs and how he should be brought up in the various avenues of living. It is our duty to see that the child conforms to this pattern and learns to do what we say.

2. Nature has planned it so that the child knows best what he needs. He will choose wisely for himself if we do not confuse him or cramp his style, but he may not show much concern for the rights of others.

3. Neither child nor adult knows best in all cases; sometimes one is right, sometimes the other. So let the child and grown-up work together as partners to gain mutual confidence. This makes possible sound choice.

In practice, of course, few parents follow only one of these routes, although some may try to be consistent. On the whole, for better or for worse, parents tend to favor one method over the others. Yet the vital point of all studies of the subject is that the

Adapted from *A Businessman Looks at Education*, a pamphlet published by the Public Affairs Committee, 22 East 38th Street, New York 16, New York.

child must learn a Fourth R: the responsibility to respect the rights of others as he would his own. To master this requires as much skill and patience as are necessary to master the other Three R's (Reading, 'Riting, 'Rithmetic). It requires a sympathetic understanding of how and why people think and feel and act the way they do.



It has taken more than 300 years to progress from regarding the child as a born sinner to understanding the child more clearly as a person with rights and feelings of his own. Side by side in the same school, teachers who used stern force and teachers who encouraged friendly teamwork struggled to make good their beliefs. Each generation of children responded as only children can who are created "free and equal." Some lost their heritage, in their hearts were defeated, or bided their time until they were old enough to be the boss. Some went far to develop the best that was in them—tried hard to respect the rights of others as their own.

As the teacher's understanding of the child through generations increased, she presented the Three R's, not as tough tasks but as useful tools for everyday living. She further found that the child's ability to get along with others had a direct bearing on his ability to learn in the classroom. As a result, the school gradually accepted the job of helping children become good citizens as well. This suited the taxpayers, who felt they were getting a more adequate return on their investment.

Good teachers continue to develop better methods of teaching. They are inspired by a deep inner urge to help a child realize the best that is in him. Many of the men and women who become leaders in their local, national, or world community are, in part at least, the unsigned masterpieces of teachers.

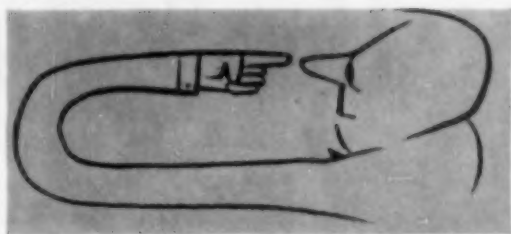
So what does all this mean? A professor of education in a Midwestern U. S. university has demonstrated that when conflict between teacher and pupil is lessened, children do better work—and, oddly enough, the same thing is true in later life situations.

It sets off a sort of chain reaction. In a survey made 40 years ago of 200 boys in a slum area, the prediction was that 90 percent of the boys from such wretched homes would do time in the penitentiary. Twenty-five years later, 180 of the original group were investigated. Only four had served time. Reasons for this low score usually began, "There was a teacher. . . ." In 75 percent of the cases it was the same woman. The surveyors found her and asked why the boys remembered her. No, she really couldn't tell. But, musing to herself, she said, "I really loved those boys. . . ."

**A** CHAIN reaction on the side of decency. In another case, in 1923, a branch-office manager in the Midwest told his assistant, "We're partners. Everything we do here will be right on top of the table. No secrets. And I want you to take my job away from me as fast as you can. Anything you can do that I'm now doing frees me to do something else you can't do yet. So we both gain."

In five years the manager advanced to a more responsible position. The assistant became manager, seven years later a vice-president—practiced the same philosophy. Of seven hired in the office, two did not fit and were helped to responsible jobs elsewhere. Two advanced to major executive jobs in the same company, one a vice-president and another a director. The others were similarly successful in other companies.

The original branch manager, in a very practical



Illustrations by Robert C. Osborn

way, respected the rights and feelings of his assistant. He himself wanted to get ahead. He knew his assistant did also. So he started a chain reaction of respecting the interests of the other fellow as he would his own. And it worked, as it always does.

The president of this company, a leader in its field, likewise treated every member of his staff as a true equal. No palsy-walsy back-slapper, he would open his conversation with an assistant on the basis of a top-level problem simply stated, and the other person would find himself "right in the act," thinking hard, urged by an inner compulsion to rise to that level. If an associate's report became soggy with generalities, the president would ask quietly, "Suppose every cent of your own money were invested in this business. What would you do?"

Like any good teacher, this president treated his assistants as partners, not subordinates. In so doing, he brought out the best in each one.

Where the worker feels himself a part of a team where his own efforts are important to the success of the team as a whole, his production increases, he gets along with his fellow workers, he is happier on the job and at home.

Both those examples show the direct bearing of education in the Fourth R in adult life. They are education in its truest sense. So, going back to the three ways of handling children, which is practiced most in your family? In your schools? Have you found through experience that respect for the rights and feelings of others is the key to getting along with them? Does it eliminate friction, get things done? Does it have any business application? Or is it just a dreamed-up idealistic notion in a dog-eat-dog world?

Whether you try to respect the rights of others as you would your own, what you choose to *do* will inevitably touch off a chain reaction of friendliness or hostility. You will decide which. Alone your choice may seem unimportant. Multiplied by millions doing likewise, the choice becomes awesome. It can lead to greater understanding among families, communities, nations. Or it can explode atom and hydrogen bombs. Each of us is now casting the ballot of his own life for the kind of world we hope may someday be.

Whether you live where freedom may still survive, or in a prison State of force and fear, your vote could be decisive.



# The Story of an Idea

Rotarians of a California community gave birth to it.

By PHIL LACEY

Rotarian, Studio City, Calif.

**T**HE LAD wore a Boy Scout uniform. He was busy creating something out of leather. He was smiling. In fact, he didn't even look up at us when we entered the room. That's how absorbed he was. Watching this lad, I felt clean . . . and then I could feel the invisible lump forming in my throat. My escort and I left the room.

"His name is Jimmy Jones," he said quietly. "He may never walk again."

Muscular dystrophy, my escort said. I'd vaguely heard of the disease. Something to do with muscle weakness. Doctors know little about how to cure it. I thought of this boy, Jimmy Jones . . . and the fact that he was smiling and happy . . . and then I thought, suddenly, of the pride I had in being a Rotarian and the part we had played instilling into the hearts and minds of a group of physically handicapped children a sense of confidence, and a joy of living, in looking forward to new and fruitful days . . . and the smiling youngster anonymously named Jimmy Jones, who will never leave my mind.

This, actually, is the story of

Jimmy Jones, handicapped child, and how Jimmy Jones was made to smile because an idea was born . . . and of a group of Rotarians in Studio City, California, the men behind the idea.

February 11 was the same as any other day for Jimmy and other handicapped kids like him. It was the same as any other day, too, for Cliff Swanson, North Hollywood businessman and Past President of the Studio City Rotary Club. Cliff got a phone call that day. A William Hirsch, principal of North Hollywood's Charles Lowman School for Handicapped Children, had an idea he wanted to talk to Cliff about. Would the Studio City Rotary Club be interested in sponsoring a new Boy Scout troop for handicapped children?

Cliff Swanson took the idea to the Rotary membership. It was approved unanimously. In March a charter was issued by the national headquarters of the Boy Scouts of America. In May the Studio City Rotary Club formally accepted the project of sponsoring this Boy Scout troop for handicapped children. I guess you might say that day was also the day



Illustration by Willard Arnold

*"I thought of Jimmy and the fact that he was smiling and happy."*

Jimmy Jones first started to smile.

Russ Gerry, a member of the Studio City Rotary Club, had spent a major part of his youth in Boy Scout activities. He agreed to supervise the project and work with the boys. It is largely due to the fine effort of Russ Gerry and his assistants, Jere Collinson and Walter Benedict, that this particular Rotary project was voted by the Assembly of District 160B as being "the most significant and constructive" of all projects undertaken during that year.

The first meeting of the troop brought out nine members. In one year the membership climbed to 24 . . . and it is still going up. The youngsters, ranging in age from 11 to 19, are all victims of such ailments as muscular dystrophy, hemophilia, polio, epilepsy, and heart disease. For some reason the greatest number of youngsters—nearly 40 percent—have palsy. Some of them, like Jimmy Jones, may never recover—but at least for now they're all smiling and happy, proud that the Boy Scouts have accepted them.

The Rotarians largely responsi-



Photo: Brown

*Handicapped in body but not in spirit, these lads are members of the Scout troop sponsored by Rotarians of Studio City, Calif. Here they are shown at a District Assembly.*

ble for the success of the project—Russ Gerry, Jere Collinson, and Walter Benedict—at the outset perhaps weren't fully cognizant of the scope of their activities. They're all successful businessmen . . . but this Rotary project soon became almost a full-time job. And the three men are still at it.

Roughly, their activities break down to something like this: weekly meetings and Boy Scout training programs; organize and take part in one all-day hike or special event once every two months; one overnight hike once a month; supervise the study of the Scouts relative to public service, vocational pursuits, emergency preparedness, and all other Scout activities. Perhaps 40 percent of the handicapped youngsters require wheel chairs on their outdoor activities, at which time Russ calls for additional volunteers from the Studio City membership. Gerry has made a steadfast rule that one adult must accompany each wheel-chair Scout.

The Studio City Club backed up the project by providing funds for camping equipment and other gear so vital to Scouting. As time goes on and the project enlarges, more funds as available will also be provided. Naturally, parents of these handicapped youngsters have cooperated in every way possible.

An important phase of the project has been the encouragement of the youngsters' activities. As a result, one year the boys decided to sell Christmas trees to raise additional funds for the troop. Rotarians, working with the parents, aided in the presale of tickets and the unloading and delivery of trees. The Christmas fund-raising campaign netted the troop \$1,000, which was used to send some Scouts to the National Jamboree.

I guess that's about the whole story—I call it the story of an idea—and the men responsible for the idea. Someone once wrote that the only worth-while charity is the one which impels someone to help himself. I believe it. If you are doubtful, you should see Jimmy Jones and these other kids smiling.

## Wonder-Working Workshop

**ON THE** Hudson River, just north of New York City, is Yonkers, a busy industrial center of some 160,000 people. On any list of this city's major businesses, you won't find a concern called The Yonkers Workshop. It handles only light jobs; its size doesn't compare with the big shops and factories; and its employees work only part time. Still, many of my fellow townsmen feel that The Workshop should be on the list—and they'll tell you why.

In this 126-by-81-foot building,



The Workshop manager (right) oversees the making of tree decorations.

lives are being started anew as the workers, men and women recovered from heart conditions and tuberculosis, are finding happiness and economic independence through employment there. Sponsored by the Rotary Club of Yonkers, the shop was built, as the plaque on it attests, "through the generosity of the trade unions, business firms, and citizens of Yonkers." The idea for it came from a charter member of our Club, Henry Herz, who

served as treasurer of The Workshop Committee. The man who guided the project to completion was lawyer Anthony J. Cerrato, President of Yonkers Rotary for 1954-55.

The work done by the shop is varied, ranging from the assembling of small parts and mimeographing to the addressing of envelopes and manufacture of Christmas decorations. And no one ever comes to work and finds nothing to do. We have a backlog of work orders—and more coming in every day—so that all Workshop personnel are assured of continuous employment. Jobs are picked up and delivered in a station wagon donated by the Medical Association of Yonkers, and to provide employees with music while they work, the writer of this account installed a record player and will keep the shop supplied with records.

The shop is operated by the Yonkers Tuberculosis and Health Association, and in accepting the keys to it Judge Martin J. Fay said, "This is a business, not a charity, and anyone who receives money here will have earned it." The Mayor of Yonkers, Kristen Kristensen, in paying tribute to all who helped build The Workshop, recalled the days when "volunteers not only put their money but their muscle in it, wading in mud, crawling on their knees to lay floors, and sweating in the hot Summer sun."

Some 260 workmen hold certificates of appreciation for their efforts in building The Workshop. They are proud of them, especially when they see busy hands making workers self-reliant again—and happy.

—Grinton I. Will  
Rotarian, Yonkers, N. Y.



Valued at \$85,000, the Yonkers Workshop gives work and new hope to convalescents. . . (Right) Plaque donated by local health organization.



# PEEPS

## at Things to Come

BY ROGER W. TRUESDAIL, PH.D.

■ **Leisure Boating.** A new type of clamp for boats is made of flexible plastic so light it floats. It holds a rod for slow trolling, thus permitting hands free to manage the boat. In pairs they hold the landing net within handy reach, rods neatly racked when not in use, and the oars in correct position.

■ **Film for Color Prints.** Amateur photographers can transfer their choice vacation "shots" to color prints on paper by using a new color film, whose outstanding feature is its sharpness, permitting prints of unusual brilliance and clarity. Of major importance to "shutterbugs," too, is that for the first time a color film has been produced which can be used indoors with clear flash, or outdoors with natural light without the need for compensating filters. Photo finishers throughout the U.S.A. soon will be able to offer a color-processing and printing service for this new color film.

■ **Portable Barbecue Spit.** A take-it-with-you, completely portable revolving spit has no cords or plugs. It operates on four standard "D" flashlight batteries and fits any type grill or brazier or in the fireplace. The motor unit is all durable die-cast metal and the sanitary highly chromed spit is claimed to be rust-, stain-, and tarnish-proof. The manufacturer states it will turn a balanced load of ten pounds and the batteries provide up to six months of week-end service.

■ **Stronger Garden Hose.** Hose toters take note: A new garden hose combines the time-honored qualities of reinforced rubber with the light weight of plastic. Weighing only seven pounds seven ounces per 50-foot length, this new half-inch pressureproof hose is two and one-half pounds lighter than its old-style counterpart, and less than half an ounce per foot heavier than nonreinforced plastic hose of similar size. Highly resistant to deterioration by sunlight and weather, it can be safely shut off at the nozzle end, even in hottest Summer weather, without danger of bursting.

■ **Snake-Bite Protection.** A reusable light-weight snake-bite kit, molded from a new white nylon resin, has been designed for emergency first-aid use. The kit, small enough to be carried in a shirt pocket, contains all necessary equipment for on-the-spot treatment of poisonous-snake bites—a tourniquet, lancet, suction pump to extract venom, antiseptic, and ammonia inhalant. The case, lancet handle, and pump are all made of the new resin, which is light in weight and

tough enough to withstand extremely rough use without breaking, and can be sterilized readily in boiling water.

■ **Holds Big Ones.** A former bait-casting champion has come up with a strong and positive hitch for line to lure connection. Formed of continuous stainless steel wire, there's nothing to unsnap, permitting a fast and easy lure change. It is so designed that the pull is straight through from front eye where leader or line engages to the rounded back loop, thus permitting full action of the lure. Sizes include fly, spin, casting, and heavy duty.

■ **Trapshooters' Aid.** The hunter who goes bird hunting only a few days a year can get the necessary practice to increase his skill in field shooting by using a newly designed hand trapshooting set at a reasonable cost. Partners can take turns in throwing the ingenious cellular, orange-colored targets which duplicate the antics of a bird, fluttering and changing course or angles. No single target is exactly the same as another in size and shape; thus variable flight of the projected target is attained. Target is shattered only by direct hit, floats on water, and may be recovered for further use.

■ **Glasses That Hear.** The development of a hearing aid that fits inside eyeglass frames should satisfy those persons afflicted with defective hearing

who have resisted use of ordinary hearing aids. Transistors, those new electronic marvels, have made possible the placing of parts in 35 different cavities in a pair of specially designed eyeglass frames and temples. Prescription glasses or plain lenses can be mounted in frames of assorted colors and of a combination of gold and plastic. The temples are so designed that the sound reproducer can be placed in the left or right temple, depending on which ear is defective. When the glasses are removed from the head and the temples closed in the normal manner, contacts are opened and power to the hearing-aid unit is interrupted. Sound is carried from the sound reproducer through a short, hollow transparent plastic tube to a molded earpiece.

■ **Belts Save Lives.** In evaluating more than 2,000 auto accidents, Cornell Medical College Automotive Crash Injury Research has found that 20 percent of the deaths and serious injuries were caused by ejection from the car and 78 percent by crashing against car interiors. A strong case has been made out for safety belts! We predict their increasing public acceptance. Safety belts appear to provide "extra" personal insurance and mental assurance as well as physical comfort by holding one from sliding about on the seat.

■ **Chair Lifts for Children.** No need further for books to lift children up to the table because youngsters now can be boosted to proper table height by means of hardwood lifts which quickly and safely convert any chrome or aluminum tubular chair into a youth chair. The lifts are driven into the legs of the chair and can be adjusted to proper height for ages 2 to 8.

### PEEP-ettes

—Iowa State College reports that in the College swine breeding herd fed antibiotics for more than five years, the number of pigs saved per litter had increased from 7.5 to 12 in this period.

—A German-made compact leather zipper cased repair kit contains an anvil hammer; awl; file; standard, large, small, and Phillips screwdrivers; punch; and five-inch wire cutting and blunt-nosed side-cutter pliers.

—A new speedometer for outboard motors which measures speed in both knots and miles per hour depends upon the resistance of the water, encountered by the boat, for its operation.

—A radio manufacturer has developed the first sun-powered tubeless radio for consumers which operates with six transistors in place of vacuum tubes.

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Readers wishing further information about any product mentioned may address inquiries to "Peeps," THE ROTARIAN Magazine, 1600 Ridge Avenue, Evanston, Illinois. They will be promptly forwarded to the manufacturer.



A "fine job" of collecting for over-time-parking violations is done by the automatic collector. The offending motorist inserts sufficient coins into the machine to pay fine, gets back a receipted stub from the robot "judge."



# ROCKVILLE

## takes the plunge!



**N**OT long ago the first of a happy group of Rockville, Connecticut, youngsters gingerly dipped their collective toes into the sparkling water of a brand-new swimming pool, thus culminating their community's successful campaign to give its youth good, attractive recreational facilities.

How Rockville (pop. 8,000) got its pool is not an unusual story. It can probably be retold in many communities which are blessed with civic-minded organizations and individuals. It is an inspiring example, though, of how a community, when properly stimulated, can do wonderful things in a remarkably short period. This story begins in the Summer of 1952.

Because of the estimated cost of the

*The result: an inspiring story of what happened when a Connecticut town 'got into the swim.'*

pool, \$85,000, it was clear that the support of everyone in the immediate area would be needed. The trustees of the William Horowitz Foundation of Rockville allocated \$20,000 to start the ball rolling. Additional help came quickly. The Rockville Rotary Club, of which William Horowitz was President before his death in 1952, added the proceeds of variety and magic shows—\$2,500. The 27 members of the Club gave approximately \$9,000 of their personal funds and mailed promotional literature to everyone in the area.

The Chamber of Commerce contacted all businessmen. High-school students typed envelopes, and volunteer office workers stuffed brochures. An advisory group—adults, children, industrialists, Boy Scouts, union officials, and others—helped map the fund-raising plan. In November, 1952, the campaign was publicly opened.

The response was heartwarming. Scrap-paper drives, rummage sales, plays, and other projects blossomed everywhere as 53 groups—churches, synagogues, service clubs, fraternal organizations, and others—boosted the cause. Contributions, small and large, began to swell the fund. The local Cub

Scout troop raised \$11 in a small carnival. One local textile workers' union turned over the remainder of its treasury, more than \$3,000.

By March, 1953, \$74,000 was collected. Hoping to make the pool a reality that year, the City Council added the needed amount (and later returned) from its recreational fund, and ground was broken in May. Three months later Rockville youngsters and adults were splashing happily in their own pool. Included in the project were a wading pool and a fully equipped field house.

Through newspaper and radio publicity, neighboring Connecticut towns were caught up in the enthusiasm of the Rockville project and embarked on similar programs. The Rotary Club of Simsbury invited a Rockville Rotarian to speak to a group of its town citizens, and by noon of the following day \$35,000 was pledged for a swimming pool in that community.

Many towns, as did Rockville, still lack the attractions necessary for youth during the long Summer months. How about yours? Can your community take the plunge?

—NAT N. SCHWEDEL  
Rotarian, Rockville, Conn.

**Rotary Club Votes  
\$2500 for Swimming  
Pool at Henry Park**

**Contribution Approved For  
William Horowitz Foundation for Project**

Rockville Rotary Club at its meeting Tuesday, September 16, discussed the William Horowitz memorial swimming pool project for the City of Rockville under the leadership of

# Speaking of BOOKS

Here is a happy harvest of novels, plus two U. S. Civil War volumes, for vacation reading.

By JOHN T. FREDERICK

**F**ICTION is favored for vacation reading. This Summer I can report a somewhat happier harvest of novels than in some previous seasons, including several books both interesting and rewarding, and a few about which I'm enthusiastic.

Certainly one of these is *The Last Hurrah*, by Edwin O'Connor. For once a notable best-seller fully deserves its popularity. It is the story, as you probably know, of a successful politician in a city in many ways suggestive of Boston; of his final campaign for the mayoralship he has held for many years.

The literary significance of the novel rests largely on the use made by O'Connor of the character through whose eyes we see the action of the story. This is a young man of sense and intelligence, nephew of Mayor Frank Skeffington, but somewhat alienated from him both politically and socially. The nephew is married to a most believably attractive young woman who is the daughter of one of Skeffington's deadliest enemies. Skeffington is widowed; his only son is an amiable nitwit. Acting on a desire which seems completely true and human—the longing for sympathetic understanding by one of his own blood—Skeffington skillfully draws his nephew into the campaign, though only as an onlooker. With the nephew, we see the political organization at work, recognize the sources of both Skeffington's strength and his weakness, come to understand him and the type he represents.

The sustained interest and active enjoyment with which one reads this long novel is due to the warmth and richness of detail with which O'Connor has presented scores of incidents and characters, as we see Skeffington in action and Skeffington in relation to his aides and his enemies. Very gradually we come to know the man himself. Genuinely superior in its quality as fiction, this book also gives the reader the fullest portrayal of two highly significant aspects of American life: a characteristic urban political organization, and the total complex of conduct and atti-

tudes which may be called Irish-American. Though it is far from following the ordinary pattern of an entertaining novel, *The Last Hurrah* is entertaining and much more. Most readers will find positive pleasure in it.

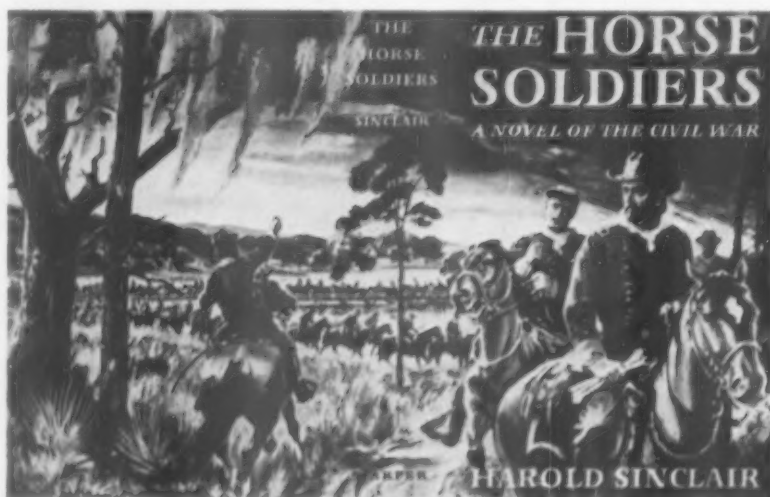
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Now for two novels that are primarily stories of action—one might say of adventure. Both, to my taste, are excellent. They are clean, hard-hitting narratives which kept me reading to the end no matter how late the hour. *Position Unknown*, by Ian Mackersey, comes to us from New Zealand. The author is a New Zealander, and most of the action occurs in the Tararua Mountains of South Island, though it begins over the Tasman Sea. It is the story of the wreck of an air liner and of the experience of the survivors. Sound characterization of a dozen people—Captain John Fielding and co-pilot Peter Waithman, Stewardess Sylvia, assorted passengers, the half-Maori opossum hunter Taranui—and vigorous detail of place and experience account for the noteworthy impressiveness of this

narrative. Though it is intensely dramatic it is free from false melodrama, from any touch of sentimentalism. Unobtrusively it makes the whole experience—the trouble in the air, the crash, the waiting for rescue, the hunger, the savage land itself—intensely real to the reader no matter how far they may be from the world he has known. There is universal significance in the varying response of the characters to the testing of disaster and hardship. Altogether it seems to me a novel of very real distinction.

Like praise is due *The Horse Soldiers*, by Harold Sinclair. Unlike *Position Unknown*, which is wholly fictional, *The Horse Soldiers* is solidly based on actual human experience: a historical novel, but with marked difference from the rank and file of such works. Essentially it is the story of one of the most dramatic incidents of the American Civil War: Grierson's Raid into Mississippi in the Spring of 1863, when a brigade of Union cavalry rode half the length of Mississippi, between and around and behind Confederate armies of superior strength, to destroy the railroad which was supplying embattled Vicksburg and ultimately to regain Federal lines at Baton Rouge. Of Harold Sinclair's achievement in this novel, D. Alexander Brown, historian and author of the authoritative book called *Grierson's Raid*, has this to say:

Through the art of fiction, new dimensions have been brought to the factual account, yet nowhere has the author departed from essential truth in telling his version of the story. This is a first-rate example of art turned upon recorded history so that evocation of past time is made more meaningful to the reader.



Harold Sinclair's novel, *The Horse Soldiers*, is artfully built around one of the most dramatic incidents of the U. S. Civil War: Grierson's Raid into Mississippi.



Photo: Ervitt

Author John Hersey, who, believes Mr. Frederick, has created his finest achievement in *A Single Pebble*.

Again the power of the book proceeds from the twin sources of sound characterization and telling detail. After a deceptively slow start in which the situation is outlined—the plan and problem of the campaign—and the major characters are sketched in lightly, the narrative launches into the actual story of the raid with the departure of the three small regiments from their base at La Grange. From that point on the reader is with the “horse soldiers”—farm boys from Iowa and Illinois for the most part—sharing their stunted rations, their alarms and small triumphs, their concern for their mounts, and, above all, their fatigue. Especially one shares these things with the commanding officer, Colonel John Marlowe, and to a less degree with the trusted subordinate Bryce, who enters the campaign a company commander and emerges a lieutenant colonel.

The experience of command under these conditions—of desperate chances in a land full of enemies—is rendered with a convincing thoroughness that is the highest distinction of the book. With it the men who command, and in only less degree individuals of the ranks, are known deeply. Never obtruded but always richly present are the sounds and scenes—all the detailed texture of the daily experience of the campaign. Unmarred by the slightest sentimentality, wholly free from the “roses and drums” conventions of historical fiction, unstained by exploitation of the sensational, *The Horse Soldiers* seems to me to deserve a place among the better historical novels of recent years.

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To diverge from the field of fiction briefly: there are two new volumes of American Civil War history which tie in with the period of *The Horse Soldiers* so closely that I want to mention them now: *Mr. Lincoln's Admirals*, by Clarence Edward Macartney, and *Civil War on Western Waters*, by Fletcher Pratt.

*Mr. Lincoln's Admirals* offers a careful scholarly study of each of the men who held the rank of admiral in the

Union Navy during the Civil War. The studies are unequal in interest, like the men they deal with; among the best are those which treat Foote and Porter and the Mississippi campaigns. Both Union and Confederate navies are treated in Fletcher Pratt's *Civil War on Western Waters*: a work marked by the extraordinary vigor and picturesqueness of narration coupled with firm grasp and clear exposition of situations and movements well known to the many readers of Pratt's *Ordeal by Fire*. I recommend this new book with enthusiasm.

Still on the banks of the Mississippi is the setting of Ben Lucien Burman's fanciful and amusing fable, *Seven Stars for Catfish Bend*. Both youthful and older readers will find pleasure in this yarn. The elders may find some food for thought as well, in the observations of Doc Raccoon, the legal rulings of Judge Black(snake), and the tribulations of the Indian Bayou Glee Club (of frogs).

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It is strange—or perhaps not strange, considering the necessary direction of so much of our thinking—that two of the most distinguished novels of early 1956 should deal with Eastern Asia: *The Quiet American*, by British Graham Greene, and *A Single Pebble*, by American John Hersey. The novels are alike, too, in having as their ultimate theme or meaning in part the inability of the Occidental—specifically the American—mind to understand the Far East.

In *The Quiet American* this disability is crucial: an American's backing of the wrong faction in Indo-China is the gradually revealed cause of catastrophe in a narrative of marked sensuous richness and psychological depth. In *A Single Pebble* the disability is significant only to the American himself, a young engineer who was sent to the old China, a generation ago, to investigate possibilities for power dams on the Yangtze. His trip up that river on a junk, and his impressions both of the river and the land and of the people who share the journey are the substance of the novel. Chief among these people are Su-ling, the young wife of the owner of the boat; and Old Pebble, the chief of the “trackers” or men who tow the junk against the current. This novel seems to me John Hersey's finest achievement thus far in fiction: extraordinary in economy, in both richness and restraint, in both tenderness and intensity.

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The great Swedish novelist Vilhelm Moberg has given in an autobiographical novel called *When I Was a Child* an account of one boy's development coupled with the background of village

life in Sweden some two generations ago. It is a work of beauty and integrity in both these dimensions, in its revelation of the expanding world of the child and youth and of the world he comes to know. I am very glad to have read it.

I am glad, too, that *A William March Omnibus* has been published, edited by Alistair Cooke. It includes the brief novel of World War I, *Company K*, portions of which I accepted and published in *The Midland* nearly 30 years ago; the powerful novelette *October Island*; and some 20 of March's best short stories. William March has been one of the most neglected of the better writers of his time. This timely *Omnibus*, admirably edited, should bring to his work belatedly something of the attention it merits.

Finally, a book not of fiction but as



It's the late Ring Lardner at the machine that made him one of the “best-loved writers of his place and time.” Donald Elder has written a new biographical study of him.

entertaining as any fiction and closely tied to it: Donald Elder's *Ring Lardner*. This is the first full biographical and critical study of one of the deservedly most popular and best-loved writers of his place and time, and it is a very fine one: rich in excerpts from Lardner's own writing, candid and discerning in evaluation, at once lively and sound in biographical narrative. I recommend it very warmly.

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*Books reviewed, publishers, and prices:*  
*The Last Hurrah*, Edwin O'Connor (Little, Brown, \$4).—*Position Unknown*, Ian Mackenzie (Holt, \$3).—*The Horse Soldiers*, Harold Sinclair (Harper, \$3.95).—*Mr. Lincoln's Admirals*, Clarence Edward Macartney (Funk & Wagnalls, \$5).—*Civil War on Western Waters*, Fletcher Pratt (Holt, \$3.50).—*Seven Stars for Catfish Bend*, Ben Lucien Burman (Funk & Wagnalls, \$2.75).—*The Quiet American*, Graham Greene (Viking, \$3.50).—*A Single Pebble*, John Hersey (Knopf, \$3).—*When I Was a Child*, Vilhelm Moberg (Knopf, \$3.50).—*A William March Omnibus*, edited by Alistair Cooke (Rinehart, \$3).—*Ring Lardner*, Donald Elder (Doubleday, \$4.75).

# Philadelphia Postscript

*Still fresh in Conventioneers' minds is Philadelphia, a story largely told last month—but supplemented here.*

**EMBROIDERED MEMORIES.** On the tea table in the home of ANTONIO and TERESA RESTREPO ALVAREZ, of Medellin, Colombia, will soon be displayed a cloth of Convention memories. TERESA RESTREPO is readying it during Convention week. She carries with her a piece of white linen, and on it she asks for signatures of Rotarians she meets. When she returns to her home in Medellin, she will embroider each signature in Rotary's colors—royal blue and gold—and will use the cloth whenever Rotarians are entertained at tea. In the center of the tea-table cloth is a Rotary wheel containing the signatures of Rotary's 1955-56 President, A. Z. BAKER, and his wife, CORNELIA.

**Cooper.** Ever wonder how a barrel stave got that way—into the shape it is? Here comes a man who can tell you. He is FRANZ E. PLUMMER, of Selma, Ala., a cooperage manufacturer and Secretary of his Club. "A keg or barrel stave is sawed into shape," he explains. "Most people think it is warped into curves and bends. That isn't true at all. Saws shaped something like the keg itself do the job." FRANZ should know. The company with which he is associated is the largest producer of staves and kegs in the U.S.A. And how is the keg industry? FRANZ admits that nail-keg and stave volume has fallen about 50 percent since World War II. There is a shift to fiber drums, plywood drums, and ply-

wood cartons, and his company, like many others, has made the shift. Was there technological unemployment? "Some," says FRANZ, "but new paper mills and woodworking operations quickly absorb it."

**On the Spot.** The Rotary Club of LaGrange, Ga., will not have to wait for a report from its President-Elect, L. A. WOOD, who is here this week. Through the cooperation of his home-town radio station, a special amplifier and loud-speaker facilities were installed in the LaGrange Club's meeting room and on Wednesday noon here in Philadelphia JACK WOOD reported on the week's activities to date via a closed-circuit line. His fellows also heard from LAURACY DE BENEVIDES, an international scholarship student from Recife, Brazil, at LaGrange College. She is sponsored by the Rotary Clubs of Recife and LaGrange and District 240, and her beautiful coloratura-soprano voice was heard by the Conventioneers as a musical interlude Thursday morning.

**Story.** More than once during the week, PRESIDENT A. Z. BAKER referred to himself as being a cowboy and farm boy. This reminds REED SHAFER, of Greenville, Ohio, of a story. It's about a farm lad who decided to get some higher agricultural education. After only one day in class, he became ill and missed the next three weeks of school. When

he returned to the campus, his professor sprang a quiz—and, to the teacher's surprise, the farm youth scored 95. "It's amazing," said the professor. "You missed three weeks of school and yet you made the highest grade in the class. How is that you missed that one question?"

"Well," answered the country boy, "you confused me a little that first day."

**The SOGPP.** Remember it? It is the "Silly Old Grandparents with Pictures in Purses" Club founded a year or so ago by GLORIA TAYLOR, wife of Chicago aluminum manufacturer HERBERT J. TAYLOR, who served as Rotary's President in the Golden Anniversary Year. And the Club is active this year. Everywhere—in the House of Friendship, in hotel lobbies, on park benches—you see the purses and wallets come open and the fingers lovingly shuffle the prints of little MARY on the tricycle and big BILL in uniform and so on and so on and so on.

**Graphic Record.** Here again—as year after year—comes smiling DR. JIM KELLER, a Past District Governor of Miami, Fla., lugging his big Speed Graphic. "I'd never be without it at a Convention," he says. He has flashed it all around at Conventions in Havana, Rio, Atlantic City, Chicago, and at International Assemblies and District Conferences almost too numerous to mention.



Minutes after the singing of Auld Lang Syne, President "A. Z." beams happily as he grasps granddaughters Bonnie and Susan.



Old friends meet: Past Presidents Crawford McCullough (left) and "Dick" Hedke have a chat.



Incoming Governor Fernandez Capurro, of Argentina, gallantly greets Cornelia Baker at the Ball.



All photos: Robert A. Pinck

The result: thousands of pictures of Rotarians sorted by interests and each recalling happy memories and old friends. JIM started his picture hobby way back in 1914 with an old 4-by-4 Eastman box camera. "My most unforgettable experience?" JIM grins and recalls Rio in '48 when, the Convention over, he exposed six packs of film, or about 72 exposures, to show his wife, NORMA, what the stores had on display, etc. Back home and eagerly awaiting his prints, he found to his horror that he didn't have a single picture. A friend who had borrowed the camera in Rio had tripped a certain gadget that estopped all JIM's "shots."

**Screen Surprise.** At Lake Placid, Rotarian camera enthusiasts showed color slides and motion pictures about Rotary to Assembly participants and their families having a "free" hour or two. Watch-

ing a 30-minute film on the Golden Anniversary Convention was W. MARSH GOLLNER, of Salisbury, Md., a District Governor during the Golden Year. On the screen flashed varied scenes, including views of the House of Friendship. One "shot" brought ROTARIAN GOLLNER up with a start. Surprised, but not speechless, he gasped, "Say, there's my wife!" And there she was, sitting in the comfortable lounge talking with the wife of a Rotarian from India. In describing his reaction later, he said, "When I get home I'll tell her I saw her at Lake Placid, but only in two dimensions." The photographer who put the Chicago Convention on film was also busy with his camera in Philadelphia. He is ROBERT A. SITERLEY, a Rotarian of Cleveland, Ohio, who owns a sign company. His film of the Chicago Convention has been shown to more than 200 Rotary Clubs across the United States.



The President's Friendship Ball on Wednesday evening fills Convention Hall with lilting music, dancing Rotary couples, entertainment on stage, and good fellowship.



At Longwood Gardens, a 1,000-acre horticultural showplace, Past RI Secretary Chesley R. Perry and his wife, Peggy, eat picnic style, as do some 1,700 other Rotarians and their guests.



Club Presidents and Secretaries meet in one of 35 group assemblies. H. E. Davis and Thos. D. Sammons, Jr., lead this group.



IN 320 homes of Rotarians some 3,000 people gather for dinner. Typical is this one for 20 hosted by Louis Roncace, of Wynnewood.

**Need New Funds? Then Saddle Up!** Kentucky is noted for its rolling bluegrass pastures and fine thoroughbred horses. The Rotary Club of MADISONVILLE in that State is rapidly becoming noted for the fine horse show it sponsors. June marked the staging of its second annual show, which attracted entries from several States. Some 2,000 people in a community of 13,000 attended the two-day affair, despite a threat of rain. With the proceeds the Club will continue such projects as free dental clinics for children, playgrounds, and scholarships for students.

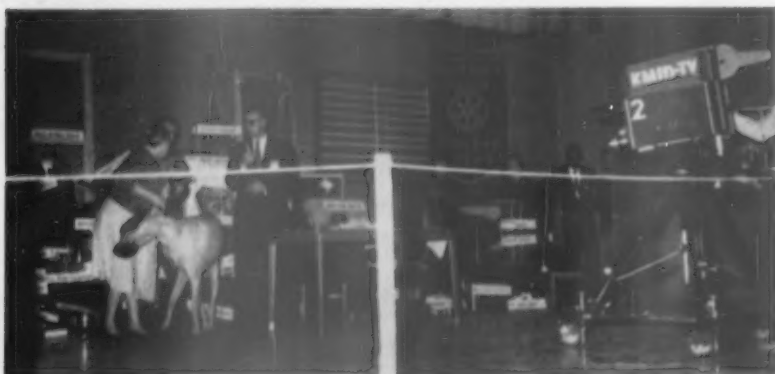
**Pupils Find Home in Rotary Meeting** Rotary reaches around the world, as the members of the Rotary Club of WILMINGTON, DEL., ably emphasized during a recent meeting held in honor of local secondary-school students who are studying in the United States from abroad. When the home addresses of the students were checked, they found that ten came from Rotary

communities in other lands—and the idea of an "International hook-up" was born. Some rapid correspondence with the Secretaries of these Clubs resulted in a special meeting in which each student was presented with Rotary bulletins and letters from his home-town Rotary Club. Home-town newspapers described the student's participation in the WILMINGTON meeting. Each was presented with the Club banner to take to the local Rotary Club upon his return. A unique outgrowth of this hands-across-the-sea program took place in TOKYO, JAPAN, where the Rotary Club honored the mother of the Tokyo student in WILMINGTON by inviting her as a special guest to its International Service meeting which was held the same week as the WILMINGTON meeting. Besides Japan, there were student representatives of Greece, Portugal, Switzerland, Norway, Luxemburg, Sweden, Finland, and Denmark.

#### The Students All Said 'Yes!'

Many college seniors about to step from academic portals into the working world wonder which way to turn. The Rotary Club of OMAHA, NEBR., showed students of two universities several pathways last year in a project which merits many repeat performances—Senior Executive Day. With the help of local industry, Rotarians arranged transportation and programs for 250 college seniors. The top executives of the companies discussed the history,

*This group of members and friends of the Rotary Club of San Pedro, Calif., were the first civilians, outside of the press, to witness a Nike missile demonstration. The visit was arranged by the fort commander, an honorary member of the San Pedro Club.*



*This Great Dane was just one of the participants on the 15-hour March of Dimes telethon recently sponsored by the Rotary Club of Midland, Tex. The citizens of Midland and near-by Odessa pledged more than \$22,000 to the drive. Hundreds of people in both cities aided the Club in producing the novel television campaign.*



*A day for the stars—high-school ones, that is—is provided by Rockford, Ill., Rotarians. Among the youths are Don Slaughter (left), basketball "great," and Mike Sheets, a swimmer of note.*

structure, personnel, and markets of their companies; took their guests on a comprehensive plant tour; and then held informal question-and-answer discussions with them during lunch. Should the affair be repeated this year, the students were asked? "Yes!" was the unanimous reply. And so it will be!

**Toward a 'Rosier' Outlook in Molde** MOLDE, NORWAY, because of its scenic locale on the shores of Romsdal Fjord, yearly attracts thousands of tourists. The local Rotary Club wanted the community to live up to its old name of "The Town of the Roses," so it did the logical thing: it planted rosebushes the entire length of Main Street. The Club then decided to enlist the aid of local students to obtain further ideas for town improvement, and invited secondary-school pupils to enter an essay contest in which one of the subjects was "What may be done to increase the tourist attractions of this town?"

**Rotary Projects Old and New** In November of last year, Rotary Clubs on opposite sides of the globe were linked by a common activity—Community Service. The Rotary Club of HELENA, ARK., fêted county 4-H Club members in a rural-urban meeting which marked its tenth year of continuing sponsorship, and an effective linking of county and town interests. Thousands of miles away, members of the Rotary Club of BANARAS, INDIA, bounced along 20 miles of country roads to the village of JAKHINI on their first rural-urban contact. A simple one they had decided—a few games, folk songs, and skits. A Club member gave a short talk on the aims and Object of Rotary,

the villagers listening with interest, their initial shyness and reserve having rapidly vanished. Later came games, singing, food, and more fellowship. "To some of us, it had been a minor revelation," the Club reports. "The villager was no longer a vague concept. Perhaps by more contacts we could understand and help him better."

#### To Help Save Some Bicuspids

Players on the football team of the Mount Morris, N. Y., High School may lose some games next season, but it is less likely that they'll lose some teeth. This orthodontic prediction is based on the mouth guards the footballers will be wearing, these to be provided by the Rotary Club of Mount Morris. Two members of the Club holding dental classifications have offered their services in the fitting of the mouth guards, each of which must meet individual specifications. Players in other contact sports will also be provided with them. Rotarians and school officials believe the guards will reduce both tooth and mouth injuries.

#### No One Ate Too Much Here

Though everyone came with his usual noontime appetite, the luncheon fare at the Rotary Club of Big Flats, N. Y., wasn't intended to satisfy hunger. Its purpose that day was to raise funds for International Service work. Called the "austerity meal," it consisted of soup—very thin—and bread, but members paid the usual luncheon fee for it. Other aims of the meal were to help Club members "appreciate the material wealth that blesses our own lives" and to make the luncheon "a time of fellowship with the vast number of people faced day after day with a substandard diet." The amount turned over to the International Service fund was \$48.

#### A Boost for These Boys

"I had a wonderful time at the luncheon. I am the boy you took to the Orpheum Theater. I was happy to be a guest and to have my picture taken with you." So the letter read, the writer a boy who had been a guest of the Rotary Club of New Orleans, La., with some 40 other lads. They were from a municipal detention home, and their Rotary visit was the second made by a group from the institution. The first group of 38, invited to let them know that "someone cares for them and that there is a place in society for them," not only sat down at a luncheon with New Orleans Rotarians, but later divided into pairs and were taken by their hosts to sporting events, motion pictures, and other places of interest. Following that first meeting, Rotarian James O'Neill invited the boys to an all-day picnic at his Summer home, with food and beverages furnished by the New Orleans Club. Not long ago the Rotary Youth Committee arranged a second luncheon for the boys to mark a festive holiday. Present at the affair were three famous professional baseball players, who talked with the young-



The familiar Rotary wheel can be seen at the end of this aisle of exhibitions in the Fifth Annual Home Exposition sponsored by the Rotary Club of Royal Oak, Mich. During the five years, the \$2,500 proceeds from the show have provided the Club with funds to help crippled children and to finance other worthy Club projects.



These king-sized medals were awarded to "track men" of the Rotary Club of Bakersfield, Calif., during a program staged to publicize the track-and-field meet held in that West Coast city to help decide the 1956 United States Olympic representatives. Two officials and the meet's track queen, Judy Kilken, participated.



This happy group of boys and girls of Ranchi, India, who can neither speak nor hear, hold the sweets they were given upon the official opening of a community school for the deaf and mute. The day also marked the first anniversary of the Rotary Club of Ranchi, which contributed the materials and built the school.



sters and signed many an autograph for them. This youth activity is to be a continuing one, for, as a Club spokesman reported, "New Orleans Rotarians are anxious to do their part in making men out of these boys."

In India the Rotary Club of HYDERABAD is giving boys a boost in quite a different way. Eighteen boys from the local orphanage are now receiving training for useful careers in businesses owned by HYDERABAD Rotarians. The youths, 15 to 18 years old, are becoming skilled in such trades as motor mechanics, film projection, photography, sugar technology, and machining. During the program, the sponsoring Rotarian is responsible for the youth. All the sponsors emphasize The Four-Way Test during the period. Through the efforts of a HYDERABAD Rotarian, a "Four-Way Test Circle" was founded at the Badruka College of Commerce in India.

#### Curtain Goes Up for Needy Youth

Each of us, it is said, has a little of that "theatrical ham" in him, and HAMILTON, OHIO, Rotarians are no exceptions. Every year they carve the most savory talent from their members, recruit the best from the townsfolk, and serve it in the palatable form of *Rotary Revels*, a two-hour musical comedy which recently netted more than \$4,000 for five charities, four of them for children. The show features not only all-HAMILTON talent, but even the script and songs are locally produced. More than 200 people, 100 of whom were in the cast, devoted their energies to the show which drew an audience of 3,300. . . . In neighboring Michigan handicapped children benefited from \$3,000 in proceeds of the VICKSBURG Rotary Club's musical entertainment which this year, as always, was acclaimed a big success by the 2,000-plus inhabitants of that community. In addition, VICKSBURG Rotar-



*It's moving day! By foot, truck, motor scooter, and even wheelbarrow, library books are transferred to a new building recently built through the efforts of the Rotary Club of Desert Hot Springs, Calif., and the residents of that town.*

ians regularly transport handicapped children from their area to clinics in near-by KALAMAZOO.

#### Pool Efforts for Crippled Tykes

To aid crippled children in the many ways they need help, Rotarians combine their abilities for fund raising, entertaining, and other activities. In WACO, TEX., for example, a hydrotherapy pool was needed at a children's hospital, so WACO Rotarians took on the job of raising money for the facility. They began by turning over an annual holiday fund to the campaign for the pool. . . . Another pool figured in the efforts of Rotarians of BROCKVILLE, ONT., CANADA, this one a polio pool. Children needed to be transported to and from the pool, and the Rotary Club set up a daily schedule for its members to follow in picking up the kiddies and bringing them back.

When Rotarians of DEARBORN, MICH., pooled their efforts for crippled children recently, their goal was entertainment. To give some youngsters a day of pleasure they took them on a train trip to TOLEDO, OHIO, a group of Club members going along as escorts. . . . In YPSILANTI, MICH., the Rotary Club gives regular aid to a school for handicapped children.

*The YMCA in two countries benefited when Rotarians pitched in with hammer, saw, and paintbrush. Members of the Rotary Club of New Plymouth, New Zealand (left), built and painted this hut for local use. . . . The Rotary Club of Sun Valley, Calif., purchased a lot and then erected a headquarters building for the YMCA in Sun Valley.*

Recently the Club purchased five audio-phones to enable partially deaf students to hear the teacher. Also, the cake on YPSILANTI Rotary's birthday table is sent to this school after the meeting.

A \$22,000 modern physiotherapy room in the ALLIANCE, OHIO, City Hospital is the result of the efforts of 117 persevering Rotarians of that community. They raised more than \$9,000 to provide equipment for the room. Prior to its



*This unusual park shelter was a project of the Rotary Club of Hutt, New Zealand. The colored base was poured in the shape of a huge Rotary wheel.*

completion, Rotarians provided transportation to and from the Children's Clinic in AKRON, 30 miles away, for the handicapped youngsters of their city. The room fulfills the Rotary Club's "number one project since 1919," when it first instituted crippled-children therapy work in the community.

#### A Tree Planting Is Remembered

During his travels in many lands, Paul P. Harris, Rotary's Founder, planted hundreds of trees in the name of friendship. One of these "Friendship Trees" stands on the campus of Chaffey College in ONTARIO, CALIF., where Paul Harris planted it on March 6, 1941. Recently the Rotary Club of ONTARIO erected a bronze memorial alongside the tree so that its significance would be known to all who pass it. The wording on the memorial gives the date of the planting, and further states that "Paul planted these trees throughout the world as living symbols of the Rotary ideal of international peace and friendship." Present at the dedication





of the memorial were two ONTARIO Rotarians, Gardiner Spring and R. Fred Price, who were present when the tree was planted.

#### A Letter Tells of Closer Ties

It was about two years ago that the Rotary Club of ARDMORE, PA., played host to a student from NANTES, FRANCE. The guest stayed throughout the Summer, and when he returned home he told the Rotary Club of NANTES how warm and friendly ARDMORE Rotarians had been. To reciprocate, NANTES invited an ARDMORE student to spend the Summer in the homes of Rotarians, and chosen for this visit was Tony Amsterdam, a student majoring in French. As his visit neared its end, he wrote to the Rotary Club of ARDMORE about his experience, saying, in part: "I have said my last farewells to all the wonderful people who received me so kindly and generously; tomorrow I leave France. But the experience that you have made possible is not finished: there remain with me a host of happy memories, several deep friendships, and a sincere and binding affection mingled with respect and gratitude for all my hosts. I understand now the meaning of Rotary fellowship as an ideal . . . and here I have found an inspiring example."

#### Health Is the Main Goal Here

On the Blackwater River in southeastern Virginia is FRANKLIN, a busy community of some 5,000 people, its industries including agriculture, paper mills, and lumber. A progressive town, FRANKLIN is moving toward better health facilities for its residents, two of its newer health centers resulting from plans sponsored by the local Rotary Club. One is the Clinic for Chronically Ill and Indigent Children, which was established in 1952 and continues today to be held on the second Thursday of each month in a building adjoining the hospital. Children treated there come from throughout the county and adjacent



Glass-domed skyscrapers and moving sidewalks in year 1981 are predicted by this school youth during the Dallas, Tex., centennial observation. The mayor and four past mayors talk over the city's future at a meeting of the Downtown Rotary Club of Dallas, Tex.

## Take a Page from Colorado



Looking for a way in which your Club can give youth the benefit of the rich business experience that abounds in every group of Rotarians? Here is how two Colorado Clubs, through the medium of television, have helped thousands of students answer that graduation puzzler "What job for me?"

A FIREMAN, a policeman, a railroad engineer—those were the answers small boys used to give when grownups asked them, "What do you want to be when you grow up?" But those answers—and the question itself—are all too easy in this complex world, and if you're a high-school student trying to pick a career, then you will certainly welcome some good, intelligent, constructive help.

That is just what thousands of Colorado students are finding in a television program titled *Youth Looks at Careers*, which is sponsored by the Rotary Clubs of Pueblo and Colorado Springs. In the half-hour, unrehearsed telecast, student panel members participate in a question-and-answer discussion with a guest, who opens the program with

a short talk about his own vocation.

Career topics for the first year were chosen according to the interest indicated by a survey of students. The second-year programs emphasized service careers such as nursing and teaching. The speakers, who are often members of the sponsoring Rotary Clubs, discuss all aspects of their fields, bringing out the dark as well as the bright side of the vocational picture.

The combination of business leaders and students produces a program which appeals not only to career-conscious youth, but to adults who want to learn more about their neighbor's vocation. Walter van Hartsma, an honorary member of the Rotary Club of Zeeland, Mich., moderates and produces the "show," which first began on radio.



On a TV program, students hear about the diplomatic service as a career.

areas, each patient being referred by a physician, school official, or a county health nurse. Treatment includes extensive laboratory examinations made possible through the co-operation of the hospital, and prescribed medicine is furnished at cost, with the FRANKLIN Rotary Club meeting the expense. Head of the clinic is Dr. John A. Murray, a Rotarian, who has the assistance of a consultant and other volunteer aides. Other FRANKLIN doctors also help to meet the patient load at the clinic.

The second health facility created through the efforts of the Rotary Club of FRANKLIN is the Child Guidance Clinic at the local hospital. Now more than a year old, the clinic is open every fourth Thursday of the month, and operates in close co-operation with the pediatric

clinic. Head of the guidance center is Dr. Brian C. Campden-Main, clinical director at a near-by State hospital. The doctor has pointed out that this FRANKLIN clinic is not for mentally retarded children, but for those who are only maladjusted in specific aspects of their everyday lives. Usually a child is first referred to the pediatric clinic, and then, if indicated, he is transferred for care at the guidance center. It is for pre-high school age children, and an average of 13 hours is spent with each case.

#### Rotary Builds a Porcine Pyramid

Few pigs, in the short time they have between birth and the pork-chop platter, have the singular honor of being Rotary ambassadors of

goodwill. This variation in Youth Service began when the Rotary Club of SHAWANO, WIS., purchased a sow and presented it to a youth of the local Future Farmers of America organization. When the sow obliged with a litter of little ones, two were given to the Rotary Club, and one each to two other Future Farmer members. The Club distributed its pigs to other youths with the stipulation that the recipients must return two and give two away when the animals produced in their turn. And so the base of the porcine pyramid has grown, involving more and more pigs and more and more boys, giving folks in the rural area surrounding SHAWANO a wider appreciation of Rotary.

### They Beat 'em to the Draw!

Many Rotary Clubs have been active in introducing The Four-Way Test to other groups, but not very many have been beaten to the draw! That is what students at the COVINA, CALIF., High School did recently. They asked for it! The students heard of The Test from their principal, a Rotarian, and decided to use it in their legislative meetings. Wall plaques were made in the school shop and 5,000 stickers were ordered for students to paste on book covers—all paid for by student funds. COVINA Rotarians are very much pleased with the results of the "duel."

In Florida the FORT LAUDERDALE Rotary Club plans to place framed copies of The



Hello, there, Canada! These 78 Rotarians and friends of Pennsylvania pay an air visit to the Rotary Club of Trenton, Ont., for a day of good fellowship and sight-seeing.

Test in each of the 60 classrooms of the local high school. Stickers and posters have also been distributed.

### Adopted Village Is State Model

NAGWAN village was the first adopted by the Rotary Club of PATNA, INDIA, as part of a rural-uplift scheme, and now the community, whose residents themselves recently erected a two-story community building, is being used as a model and training center by State community project authorities. MOTIPUR, the second adopted village of the Club, will soon complete a five-year plan under the guidance of the Club. Thus far more than \$10,000 has been expended in improving the community, and none of the funds were donated by PATNA Rotarians, who offered technical guidance only. In addition to Community Service, the Rotary Club of PATNA has been active in International Service. Several months ago the Club heard a talk by the United States consul in

India, and several weeks later entertained a delegation of U.S.S.R. youths.

### Armchair Travel? It 'Closens'

Armchair travelling can be exciting and educational, besides being inexpensive. Rotarians of BOWLING GREEN, OHIO, have found. Their Club's International Service Committee decided that the Club should visit RANGIORA, NEW ZEALAND, en masse—via the medium of travel: color slides! An exchange of letters during Rotary's Anniversary Year had established previous contact with the Rotary Club there. The Clubs exchanged slides showing Club



Richard E. Weston, Past Governor of District 289, assembles a Rotary wheel which is used in the instruction of new members of his Rotary Club: Fitchburg, Mass. . . . The photo below emphasizes the International Service work of the Rotary Club of Auburn, Mass., and Herbert E. Brown, who heads the Committee. The Club sends cards, seeds, and other gifts to the countries shown in its colorful display. Last year Club members hosted more than 100 students from 31 regions.



The adage "Too many cooks spoil . . ." didn't apply when the men of the Rotary Club of Salisbury, Md., served dinner to folks of a local home for the aged. It was a big evening for the elderly guests—and for the hosts.



activities, and depicted local business, recreation, social life, and points of historical and local interest. Both Clubs have taken the programs to neighboring Clubs, RANGIORA and BOWLING GREEN Rotarians are now old friends.

### A Street Bears an Honored Name

In the heart of Brazil is MANDAGUARY, a small town with a Rotary Club less than three years old. Here is a story of Community Service in MANDAGUARY, as told by Gunter Altmann, Club Secretary: "Some months ago we started a campaign to name all the streets of our town, which is only about 15 years old. With the coöperation of our Mayor and Town Council we brought this to a successful conclusion, the final act being the unveiling of the name of a street called "René Taccola," in memory of a young Brazilian air ace

who lost his life in the service of his country several years ago. His parents, who were guests of honor at the ceremony, were deeply moved, their tears being the greatest praise we could have had. We also found that Rotary made a big step forward in the esteem of our townspeople with this successful campaign."

**Four Clubs Mark Their 25th Year** In August, 1931, four Rotary Clubs were "born." This month marks their 25th anniversary. They are: Bayamo, Cuba; Linköping, Sweden; Oporto, Portugal; and Marlin, Tex.

**Too Old to Learn? Never!** Though its schools offered ample study opportunities for boys and girls, the Australian town of GRAFTON had few educational facilities for adults. Especially lacking were short-term courses in subjects of cultural and scientific fields. To determine the extent of adult interest in evening study, the Rotary Club of GRAFTON invited the director of adult education at the University of New England to speak at a public gathering. The response was overwhelming. Meeting the response, the Rotary Club went ahead with its plans for an adult-education program. Through the University it arranged for classes to be given in child psychology and zoology, with the school providing professors and senior lecturers. The success of the first series of lectures has encouraged GRAFTON Rotary to make plans for another.

**A 'Cover Story' Has Global Ties** About every three months the Rotary Club of POPLAR BLUFF, Mo., gives the cover of its weekly bulletin a "new look." This usually is done by picturing on the cover scenes and buildings of Rotary significance to POPLAR BLUFF. Recently featured was a map of the world designed to show the many global contacts the Club has had with Rotary Clubs and students of other



To Rotary Clubs in 300 college towns go greetings from the Rotary Club of Belvidere, N. J., and information on how Clubs can promote Boy Scouts' college counterpart, Alpha Phi Omega.



Community Service-minded Rotarians of Pawtucket, R. I., present (left) a mechanical device to aid speech and reading to a local school for handicapped children. . . . (Right) Pawtucket youngsters also have transportation to the local YMCA Summer camp. Arthur DeBlois, Jr., Club Community Service Chairman, presents the keys to the camp director (left). James F. McCoy, then Club President, is at the right.



Hamburgers, only \$400,000! Yes, and coffee was \$100,000 in the "millionaires carnival" sponsored by the Rotary Club of Fort Myers, Fla. The Club sold books of "money" which served as legal tender for food and gifts sold by the members and their ladies. A "million" dollars actually cost one dollar in U. S. money.

lands. Ribbons ran from the geographical locations on the map to the names of the cities and countries arranged along the sides. POPLAR BLUFF's round-the-world contacts included some 40 different cities.

#### 66 New Clubs in Rotary World

Since last month's listing of new Clubs in this department Rotary has entered 66 more communities in many parts of the world. The new Clubs (with their sponsors in parentheses) are: Malung (Ludvika), Sweden; Malmköping (Eskilstuna), Sweden; Lüneburg (Hamburg), Germany; Hiroshima-South (Hiroshima), Japan; Shingu (Wakayama and Tanabe), Japan; Amalner (Bhusaval), India; White River (Nelspruit), Union of South Africa; Tel Aviv-Jaffa South (Tel Aviv-Jaffa), Israel; Llanquihue (Puerto Varas), Chile; Chittoor (Vellore), India; Amroha (Moradabad), India; Upington (Kimberley), Union of South Africa; Düren (Aachen), Germany; Burslem, England; Tulle (Brive-la-Gaillarde), France; Matsumoto (Nagoya), Japan; Tajimi (Gifu), Japan; Izumitsu (Sakai), Japan; Dindigul (Madurai), India; Iriga (Legaspi and Naga), The Philippines; Busselton (Collie), Australia; Moruya (Queanbeyan), Australia; Stanleyville (Leopoldville), Belgian Congo.

Tokamachi (Nagaoka), Japan; West Tamworth (Tamworth), Australia; Ro-

sario Oeste (Rosario), Argentina; Rosario Sud (Rosario), Argentina; Teheran, Iran; Isernia (Naples), Italy; Saluzzo (Pinerolo), Italy; Culmington, England; Barsi (Sholapur), India; Guara (Orlandia), Brazil; Divinópolis (Belo Horizonte), Brazil; Bagnols-sur Cèze (Avignon), France; Kyoto-East (Kyoto), Japan; Casale Monferrato (Alessandria), Italy; Osby (Hässelholm), Sweden; Médoc (Bordeaux), France; Trikala (Larissa), Greece; Tripolis (Athens), Greece; Puerto Octay (Puerto Varas), Chile; Ubá (Juiz de Fora), Brazil; Yahata (Kokura and Fukuoka), Japan; Abidjan, French West Africa; Gembloux (Namur and Wavre), Belgium; Erode (Coimbatore), India; Deoria (Gorakhpur), India; Murrumbidgee (Scone), Australia; Lichtenburg (Rustenburg), Union of South Africa; Noda (Chiba), Japan; Mejillones (Antofagasta), Chile; Villingen/Schwarzwald (Freiburg/Breisgau), Germany; Querétaro (Celaya), Mexico; Richmond (Nelson), New Zealand; Tobata (Wakamatsu), Japan; Kincardine (Walkerton), Ont., Canada; Bedford (Lowell), Mass. Nanuet (New City and Pearl River), N. Y.; Glendora (Covina and Azusa), Calif.; Girard (Youngstown), Ohio; North San Bernardino (San Bernardino), Calif.; Senath (Kennett), Mo.; Moorpark (Oxnard and Fillmore), Calif.; and Auburn Heights (Rochester), Mich.



# PERSONALIA

'Briefs' about Rotarians, their honors and records.

**CLAIM STAKED.** The Rotary Club of Hawthorne, Calif., has staked its claim early for an honor in the 1956-57 Rotary year. It believes that its President, GILBERT R. LAVEN, is the youngest Rotary Club President in the current Rotary year. He's 26. Rotarians of Hawthorne would like to know if their claim is safe.

**Prayer Phone.** Seattle, Wash., residents can receive a spiritual uplift by telephone now, any time of the day or night—that is, if they don't get a busy signal. Calls have been coming in at the rate of 30 an hour to hear a recorded, one-minute devotional message given by the REVEREND DR. L. DAVID COWIE, a Presbyterian pastor and a



For his "endless labors on behalf of the youth of Grosse Ile," Howard J. Harvey (left), a Grosse Ile, Mich., Rotarian, is presented an original sketch of the Community Youth Center of whose board he has served as head.

member of the Rotary Club of the University District of Seattle. DR. COWIE records a new message every day, but one day had to wait 45 minutes before the line was clear to record a new message. One resident reported he called at 3:45 A.M., received a busy signal.

**Founder Fact.** Not often is the founder of a university on hand to celebrate its 50th anniversary—but GLEASON L. ARCHER, a member of the Rotary Club of Hanover, Mass., was recently. It was the anniversary of Suffolk University, of Boston, Mass., which was established in 1906 by ROTARIAN ARCHER. "As far as I know," he says, "it is the first time that an American university was ever founded and maintained without endowment or financial aid from others." ROTARIAN ARCHER's financial capabilities kept the school solvent. In 1948 he retired from the field of education, promptly entered another: blueberry growing. (For an account of the latter, see *Hobby Hitching Post*, THE ROTARIAN for July, 1955.)

**Operation Switch.** A Rotary Golden Anniversary Year plan to share ideas and information has blossomed into a pastor, student, and gavel exchange between the Rotary Clubs of Inverurie, Scotland, and Iola, Kans. The REVEREND KENNETH MILLER, of Iola, suggested that the two towns exchange pastors as well as information when the Clubs first corresponded. He also asked if some Inverurie youth would wish to spend a year in an Iola school. The answers were "Yes!" and last year a young Inverurie woman arrived in the Kansas community, where she enrolled at a local junior college. Several months ago KENNETH MILLER sailed for Scotland and the REVEREND INGLIS M. BLACK, an Inverurie Rotarian, and father of the student from Scotland, left for the United States. ROTARIAN MILLER took with him several gavels made by a fellow Rotarian, KENT DUDLEY, to present to Clubs in Scotland. Each pastor is spending the Summer preaching in the other's community.



Black

**Visible Sound.** Hundreds of people afflicted with defective hearing will benefit from a gift given to the University of Turku by HEIKKI KESTILÄ, a member of the Rotary Club of Turku, Finland. It is a sonalator, a mechanical device that makes sound visible through electronics. ROTARIAN KESTILÄ made the gift available to the University through a \$4,300 endowment.

**Rotarian Honors.** The REVEREND WILLIAM R. McLIN, of Sumter, S. C., has been awarded a doctor of divinity degree by Furman University, Greenville, S. C. . . . J. MARTIN KLOTSCH, of Milwaukee, a Past District Governor of Rotary International, has been



Serving as the general officers of Rotary International in Great Britain and Ireland for the year 1956-57 are (left to right) President Leslie J. D. Bunker, senior active, Hove, England; Vice-President J. L. Watchurst, senior active, Warrington, England; Immediate Past President David Dick, religion—Church of Scotland, of Stirling, Scotland; Treasurer Harold Harman, education—commercial, Wednesbury, England.



Scotland bound are these gavels (see item). Their maker is Kent Dudley (left); their conveyor is the Reverend Kenneth Miller (right). International Service Chairman Harriman looks on.

named provost of the new University of Wisconsin-Milwaukee. . . . DR. WU MOON AUNG, of Rangoon, Burma, has been awarded two degrees by Japanese dental colleges: that of doctorate of dental surgery and that of doctorate of medicine in dentistry. . . . Upon U RASCHID, of Rangoon, Burma, has been conferred the Order of the Crown (First Class) by the Government of Thailand. . . . DR. F. LEE STONE, of Chicago, Ill., is the new president of the Illinois State Medical Society. . . . LLOYD S. CRESSMAN, of Wichita, Kans., has been awarded an honorary doctor of divinity degree by his alma mater, George Fox College, Newberg, Oreg. . . . Twin Toledo, Ohio, brothers head State societies. DR. MAURICE SCHNITKER is president of the Ohio State Heart Association; his brother DR. MAX SCHNITKER is the newly named head of the State Neurosurgical Society.



Cressman

WILLIAM C. BRUCE, of Edmonton, Alta., Canada, a Past District Governor of Rotary International, was recently named by his city as the outstanding citizen of the year. . . . The Association of College and University Presidents recently honored DR. ERNEST ELLIOTT CHURCH, of Keyser, W. Va., a Past Governor of Rotary International, with a special convocation in tribute to his 20th year as president of Potomac State College of West Virginia University. . . . The annual "Service to Manhood" award was presented recently to DR. HERBERT K. COOPER, of Lancaster, Pa., by the local Sertoma



Club. . . . Penn College of Cleveland, Ohio, recently conferred honorary degrees on two Cleveland Rotarians: HARRY D. SIMS, who received a doctor of humane letters degree, and ALFRED A. BENESCH, who was awarded an honorary doctorate of laws. . . . In 1904 DR. ASA WILLARD, of Missoula, Mont., served as an official of the first State track meet. In 1955, after his 49 consecutive years as a meet official, the Golden Anniversary meet was dedicated to him.

**Teacher & Scholar.** The Rotary Club of Hamtramck, Mich., recently honored its last remaining charter member: 70-year-old E. M. CONKLIN (see photo), who rounds out his 30th year of perfect Rotary attendance this month. One of the many well-wishers at the meeting was EMIL KONOPINSKI, of Indiana University, whom ROTARIAN CONKLIN, then high-school principal, influenced to attend college instead of



*A suggestion and a decision are recalled by those who made them: educator E. M. Conklin (right) and scientist Emil Konopinski (also see item).*

starting to work in a local industrial plant. The youth obtained a scholarship loan through the Rotary Club and attended the University of Michigan. Today DR. KONOPINSKI is a distinguished scientist, being one of the men who helped develop the atomic bomb and later made important contributions to the development of the hydrogen bomb. ROTARIAN CONKLIN is now superintendent of public schools in Hamtramck.

**Going Up.** For 30 years JOSEPH HORMATS served faithfully as the Secretary of the Rotary Club of Troy, N. Y. In addition he edited his Club's publication, never missed an issue in all those years. He also maintained correspondence with many former members. In his three decades of service he kept his Club informed, active, intimate. He would have continued so to do if the Club had been willing, but it said, collectively, "No!" It preferred to elect him 1956-57 Vice-President and in recognition of the transition in Club offices presented him with a scroll expressing the gratitude of all members for a generation of service.

**City Cited.** Five Dickinson, No. Dak., Rotarians, all members of their city's Chamber of Commerce, were present recently in Washington, D. C., when Dickinson received the award for the outstanding program of work for cities of its size. On hand in the nation's capital and "very proud of this accomplishment" were ROBERT COUTTS, JOHN W. JOHNSON, MATT KOFFLER, KENNETH MANN, and the 1956-57 President of the Rotary Club of Dickinson, GILBERT SAKOWSKY. The work of these men in both organizations helped to bring the honor to Dickinson.

**Legal Aiders.** There's a Rotary Club in Gosford, Australia, that should be assured of staying clear of any legal entanglements. Here's the reason: It has six members who have had training in the law, though only one, of course, holds the "general law" classification in his Club. One other concerns himself largely with the work of solicitor. Four others work in various capacities with local firms. The six men-of-the-bar are ALBERT VAN COLLIE ADCOCK, GARNETT I. ADCOCK, ADRIAN D. HICKEY, ERROL HICKEY, CECIL S. SCOTT, and C. ROY THEW.

**Scout Awards.** From the world of Scouting comes news that DONALD W. TYRRELL, Madison, Wis., Rotarian, has received the Award of the Silver Antelope from the Boy Scouts of America for distinguished service to boyhood. Similar awards have been made to ROBERT K. GOODWIN, a member of the Rotary Club of Des Moines, Iowa, and JAMES EUGENE CONKLIN, of Hutchinson, Kans., a Past Director of Rotary International. The Award is the highest honor given to a volunteer Scout leader. . . . WALTER A. BOONE, of Elizabethtown, Ky., is the recent recipient of the Silver Beaver Award, also a high Scouting honor.

**Authors.** Newly off the press is *The Oneness Trail* (Exposition Press, Inc., 386 Fourth Ave., New York 16, N. Y., \$3), by WALTER C. WILSON, a member of the Rotary Club of Carson City, Nev. It is a novel of the Washoe Indians. . . . *Claim These Victories* (The Bethany Press, St. Louis, Mo., \$2.50) has come from the pen of the REVEREND J. CLYDE WHEELER, an Oklahoma City, Okla., Rotarian. It is his third book.



*Wilson*

Included in the American Sculptor Series is *Julian Hoke Harris* (University of Georgia Press, Athens, Ga., \$1.50), presenting in photographic form representative works of contemporary sculptor JULIAN HOKE HARRIS, a member of the Rotary Club of Atlanta, Ga.

**'Spelunker' Guide.** Thousands of would-be speleologists who have toured the famed Carlsbad Caverns in New Mexico remember THOMAS BOLES, a member of the Carlsbad Rotary Club, as the guide

## They've Been Wed 50 Years or More!



*Mr. and Mrs. Martin Brotherson, Joplin, Mo. A radio-parts distributor, he hasn't missed Rotary in over 27 years.*



*Mr. and Mrs. Meritt A. Gifford. They celebrate their 50th anniversary this month. An honorary Bloomington, Ill., member, he is a Past Rotary Governor.*



*Dr. and Mrs. William M. Hudson, of Carlinville, Ill. He served Blackburn College as its president for 35 years.*



*Dr. and Mrs. Maynard O. Fletcher, of Washington, N. C. He was Governor of old District 57 in the year 1930-31.*



For 90-year-old Rotarian W. J. Sewall (left) a foundation is created (also see item). James Bryan, 1955-56 Carthage, Mo., Rotary Club President, offers congratulations on the part of his fellows.

who greatly enriched their underground sojourn with his vast knowledge of the formations. ROTARIAN BOLES made more than 5,000 trips during his 30 years with the National Park Service, accumulated an underground mileage exceeding 25,000 miles. The first superintendent of the natural attraction, he is given much of the credit for making it one of the top places-to-see in the United States. During a record month, 50,000 visitors viewed the Caverns' interior. Now retired, ROTARIAN BOLES still conducts occasional trips with special visitors. Latest figure on total trips made by this genial guide: 5,170.

**News at 90.** Few people, perhaps, know just what a nonagenarian is, and only a fraction of those ever live to become one. But at least four 90-year-old, or older, gentlemen have been honored

by their Rotary Clubs recently. The Rotary Club of Carthage, Mo., is one: it paid tribute to its nonagenarian member, W. J. SEWALL, by announcing its creation of the W. J. Sewall Foundation for the purpose of providing scholarships for local youths (see photo). ROTARIAN SEWALL, a former newspaper editor, served as a District Governor of Rotary International in 1945-46 at age 79.

... ADMIRAL RICHARD H. JACKSON (Ret.), of Coronado, Calif., is a 90-year-old Rotarian who starts his day with golf, gardens in the afternoon, and then, says he, "goes galavanting in the evening." As a result, he was titled the "G-Man" at a birthday party in celebration of his 90th birthday recently. ... The Rotary Club of Clay Center, Kans., presented 91-year-old member JUSTIN KERBY with a huge birthday card at a recent meeting. He is still active in the management of his loan office. ... Sot. H. BLANK, an honorary member of the Rotary Club of Mount Carmel, Ill., recently observed his 90th birthday. His gift from his children? Two hundred and fifty printed copies of the autobiography of Sot. H. BLANK mentioned in these columns in the December, 1955, issue.

**'Knight of the Rose.'** Sometimes Rotary Clubs make the news by having non-Rotary events on the platform. Such was the case when BOYD CAMPBELL, president of the Chamber of Commerce of the United States, was made a



Jackson

"Knight of the Rose" while guest of honor of the Rotary Club of Portland, Ore. The honor is conferred on distinguished guests by the Royal Rosarians, an organization which has charge of pageantry for the Portland Rose Festival held annually in early June. Two Rosarians (see photo) presented the emblematic rose and certificate.

**Conservationist.** Land conservationists are numerous, but rarely does the mention of a money conservationist come to light. CECIL J. SIBBETT, of Capetown, Union of South Africa, a Past District Governor of Rotary International, is just that: he encourages savings, and has been doing so since 1919, when he founded the National Thrift Organiza-



Photo: Kenneth-Edlin

A "Knight" receives a rose (see item).

tion in his country and Union Loan Certificates were first issued. His latest "triumph," notes an editorial in the *Cape Times*, was to persuade the Government to raise the interest rate on these Certificates to more than 5 percent. The interest is compound and tax free. He has also been instrumental in the establishment of thrift clubs in schools, which emphasize the qualities of foresight and planning, and which, in their way, help form more stable citizens and combat juvenile delinquency.

**'Thanks, Addie!'** Singing has long been an integral part of Rotary in many places—and especially so in the Rotary Club of Dothan, Ala., which for 35 consecutive years has had as its pianist talented Mrs. ADDIE ANDERSON WILSON. Often she is found rehearsing with the song leader well ahead of the start of the meeting. And when Dothan sponsored a "Woman of the Year" contest, she was the first one to hold that title.



Mrs. Wilson

**Boonville Booster.** Besides practicing his profession as a surgeon, W. H. ANDERSON, of Boonville, Miss., finds time to edit the *Mississippi Medical Journal* and a local newspaper and actively to promote soil and water conservation in his area. Because of his service to the community, a new county school, the Wick Anderson High School, was dedicated in his name recently. DR. ANDERSON is a Past District Governor of Rotary International.

## Fathers and Sons in Brockville

Six dad-and-son teams go to Rotary together in Ontario, Canada.



(1-2) Newell L. and David MacDowell; (3-4) Ed. G. and Thomas C. Costitt; (5-6) Robert F. and Francis Grant Craig.

(7-8) Walter T. and Francis J. E. Rogers; (9-10) Harry R. and Ross Phillips; (11-12) R. Herbert and Robert J. Sheridan.

## Why I'm Quitting Rotary

[Continued from page 16]

for example, has been too long in office (in which case he might have become a bit dictatorial or casual).

(c) Making a new survey of the various avenues which a Rotary Club must explore to maintain its efficiency.

Fireside discussions (in this case, organized by the President) should result in "sorting out" the Club's problems.

I know of one Club that threatened to develop this "rust." Fireside discussions in which an informal social atmosphere prevailed produced enough horse-sense ideas to avert the danger. The apparently disillusioned or "browned off" member was induced to join in the discussions and regained his former enthusiasm in the quest for new avenues of service.

### He Could Have Helped

*Says Gordon K. Lowry  
Lawyer  
Valley Falls, Kans.*

**P**ERHAPS this man's resignation is a blessing in disguise. It has certainly brought the local picture into focus and we need no longer fool with the camera, as he has outlined the picture in a large frame.

It may be, as he has pointed out, that the Club lacks the Club spirit, the drive of a Club project, but his letter indicates that the members are still working individually for the community, and that is an indication at least that they have not stopped caring for the service needs of the citizens. It appears that our writer may have forgotten the importance of our carrying our Rotary ideals into our individual community work and the necessity for that individual work.

On the other hand, it would also appear that the Club Service program might need reexamining. Sometimes this can be done by an outsider easier than by a local member. The official visit of the District Governor gives the Club a good opportunity to examine what it has been doing and what it plans to do. Some well-placed suggestions from the Governor could aid immeasurably in this appraisal.

This man has asked in a sense "What is Rotary doing?" but he has by his resignation placed himself beyond the point of helping Rotary or his fellow Rotarians. There is always room for the man with an idea and it is a real help if he has the ambition to carry it out. Our writer only recognized the problem and has failed to do something about it.

### 'Rust Can Be Dissolved'

*Thinks Arthur S. Kitchen  
Optometrist  
Clearwater, Fla.*

**T**HOUGH I regret to say that "Rotary rust" has been eating into a few Clubs, this is not a valid reason for resignation. If this man had acquired a positive attitude, he might have been able to seek new Club programs and activities, to have inspired other members.

Without inspired and intelligent leadership a Club tends to become a luncheon or social club, with members forming small cliques and doing little to further the Object of Rotary. It should be common practice that one becomes a Club President only after successfully completing active Committee assignments in the four avenues of Rotary service and participating in all District Rotary meetings at least. Then he should have the proper indoctrination to keep his Club from falling into monotonous ruts.

But the member also has an obligation. He should not hold membership for personal prestige and gain. It is regrettable that a few selfishly retain a classification for its advertising value rather than to request senior active membership when eligible in order to permit sharing Rotary with younger men. Some Clubs even refuse to consider extending Rotary to communities within or adjacent to their territorial limits and thereby bring new life into Rotary. Records of a large increase in a Club's membership or of the number of new Clubs sponsored is not sought after unless it helps to further the Object of Rotary and the new members are qualified and properly indoctrinated.

"Rotary rust" can be dissolved if one has in his heart the desire to be thoughtful of and helpful to others, to be unselfish and neighborly.

### Should Be Challenged

*Holds Stewart F. Brown  
Solicitor  
Horsham, Australia*

**M**Y IMMEDIATE reaction is that this quitting Rotarian is under a total misapprehension as to his duties, responsibilities, privileges, and obligations as a Rotarian. He is loaned a classification and represents that classification in Rotary. He has expressed absolute dissatisfaction with the rotten state of affairs in his Club, but does not tell us what he has attempted to do to remedy

the matter nor has he accepted this direct challenge presented to him. He has avoided the issue and has taken the line of least resistance by resigning.

Complacency is common in our time and Rotarians and Rotary are not exempt from this paralysis. It presents a challenge (as did this situation being discussed by this quitting Rotarian), but the really important thing is not the challenge but the response to the challenge.

"Rust" can be replaced by well-oiled machinery, as is illustrated by the following story. A certain Club in Victoria in the late '30s was rusted badly. The membership was reduced to 15 and consideration was seriously given to handing in the Club's charter. Help was given by a neighboring Club, but the main job of building up generated in the handful of men remaining.

Economic conditions were unfavorable, and the war intervened, but nothing daunted this handful of Rotarians who built and built wisely. It proved a long job, but the Club is now vital and really alive. I venture to say the local community is ever thankful for the Club's survival because within the last two or three years it sponsored and completed a magnificent home for mentally retarded children.

The tools used by this handful of Rotarians were pinning all their absolute faith in Rotary's future in their town and the urgent need for Rotary in the town, and, secondly, the real joy of working together. They saw in this challenge, not the difficulties they had to overcome, but the opportunity for real Rotary service. They responded and the fruits of their work can be seen in the continuing work of bringing hope and training to mentally retarded children of this area.

### Make New Try for Goal

*Says Francisco E. Labourt  
Biochemical-Laboratory Proprietor  
Quilmes, Argentina*

**I**T IS useful to meditate on this case, which points out, more than the loss of a member—always so regrettable—a lack of harmony between the idea and the action, between the performance and the motive power, between that for which is hoped and that which is achieved, and, finally, between the effort and the ability to make use of it, because the men who make up that Club are potentially useful to the community, since they have been able to grasp the tools needed for the progress of the nations. These men are intelligent, for they know how to use their own energy as a source of progress, and the economic success which accompanies them



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is the result of determined, regulated, and constant work within the framework of plans that are executed with skill and precision.

However, men who in one way or another depend on our activities need something more: that intangible "something" which cannot be weighed or measured and which depends on the spirit of each one of us in particular and of everybody in general. And those gentlemen do not seem to have understood it. The composition of their programs, the routine of their meetings, the triteness of their purposes—all have rusted their Club. For the cogs of our wheel to mesh again with the gears of the Rotarian community, it is necessary that those who integrate it forget in part their own business during the meetings and turn their eyes to the more spiritual objects in their manifold manifestations. Anyone who sets his heart to it can achieve his goal. Would it not have been better for our friend to try? When one feels deeply something that one has lost, it is as hard to forget it completely as it is to fight to regain it. Is it that our friend was also one of those Rotarians?

### Tempering Helps

*Believes David M. Puckett*  
*Lumber Retailer*  
*Princeton, Ind.*

**S**UPPOSE we follow the rusty-nail idea. Nails are useful if they are prop-

erly made and tempered, and properly used. Rusty nails driven in a moldy two-by-four are useless except to hang something on, and our ex-Rotarian seems to have hung his excuse on a rusty nail.

Nails need not rust if they are treated with the proper ingredients. If they are driven all the way through a solid two-by-four into another beam, if enough nails are used in each of the timbers, and if there is a definite plan in erecting a structure, the nails in the beam will hold together a strong useful building that will endure for ages.

If a new Rotarian is properly chosen, tempered, and treated with Rotary teaching and ideals; if he with his fellow Rotarians are put in the proper spots in the proper timbers, he will help form a strong, useful organization that will endure and will not deteriorate but have a useful existence eternally.

I do not believe he has a valid reason for quitting. If we must hide behind something, we must be smaller than what we are hiding behind.

Also, I have found that going into a new community or organization, I get out of it what I put in it, or find what I take into it multiplied.

I have visited many Clubs and concede that some of them are rusty. But I have seen a certain Club rust almost out, with some of the older fellows keeping out good younger material and not keeping posted, but then a change came and now the Club is five times as large as at its lowest ebb.

### The New Need for Leaders

[Continued from page 13]

this story because it illustrates very well what is happening all over the United States and in many other nations of the world: laymen are being called to positions and offices of tremendous responsibility as local communities and small cities wrestle with the awesome tasks which confront them. A Pennsylvania town must float a bond issue in order to build the new school it needs. Who will be the spokesman for the project? Who can deal intelligently with the reasons for not doing it? A community in India considers the adoption of a self-help cooperative housing improvement. Is there a leader who can gather up the divergent interests of the villagers and unite their efforts behind this worthy project? Perhaps a few of the members of a Rotary Club in West Germany would like to invite a group of South American students to visit their community for a Summer vacation.

I understand that projects of this

kind are growing in all parts of the free world—but who can articulate the uncertain desires among the members and dramatize the idea and the idealism? This is a leader's task. If a leader is not present at the right place at the right time, the job will not get done.

It is almost within memory range in some parts of the world when a man, if he could read or write, was regarded as a leader in his community. (It is still true in some parts of the world, even today.) The few literate citizens were called upon to teach the schools, preach the sermons, write the obituaries, and handle most of the election and local governmental affairs. Today the new demand for leaders poses problems and places responsibility which goes far beyond such simple tasks. How well we train these leaders and potential leaders, as well as how many, will be the major limiting factor in projecting the peace and progress of the years ahead.



## BEDROCK *Rotary*

The Rotarian, young or old, who seeks to know Rotary well will find its fundamentals in the Constitutional documents, in Convention Resolutions, in the decisions of its administrative leadership, and in other expressions of its principles, traditions, and usages. To deepen his understanding and appreciation of this "bedrock Rotary," this department treats one or more of these basic matters each month.—THE EDITORS.

### Past Service Membership

**QUESTION:** What is past service membership?

**ANSWER:** It is a kind of membership provided for a former active Rotarian who became ineligible to active membership because of his retirement from active business or professional life. (Article III, Section 10, Club Constitution.)

**QUESTION:** What are the requirements for past service membership?

**ANSWER:** To be elected to this kind of membership, the former active member must have held active membership in one or more Rotary Clubs for five or more years. He must also reside, and continue to reside, within the territorial limits of the Club, or within the residential territory recognized as the suburbs of the city in which his Club is located. (Article III, Section 10, Club Constitution.)

**QUESTION:** Is past service membership open to other than retired members?

**ANSWER:** No. It is open only to the former active member who is not personally and actively engaged in any business or profession, and who lost his active membership because of retirement. (Article III, Section 10, Club Constitution.)

**QUESTION:** On being elected to past service membership, does the member pay a second admission fee?

**ANSWER:** Every past service member



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AUGUST, 1956

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of a Club shall pay as an admission fee such a sum as may be prescribed in the By-Laws of the Club except that he shall not be required to pay a second admission fee in a Club in which he has held active membership. (Article VII, Section 1, Club Constitution.)

**QUESTION:** What is the duration of past service membership?

**ANSWER:** Past service membership automatically terminates if and when a past service member reenters active business or professional life, or if and when he ceases to reside within the territorial limits of the Club, or within the residential territory recognized as the suburbs of the city in which the Club is located, (Article IV, Section 2 (d), Club Constitution.)

**QUESTION:** May a past service member hold office in the Club?

**ANSWER:** Yes. A past service mem-

ber shall have all the rights, privileges, and responsibilities of an active member, except that he shall not be considered as representing any business or professional classification. (Article III, Section 10, Club Constitution.)

**QUESTION:** May a past service member be excused from attendance requirements?

**ANSWER:** Yes. A past service member may be excused from complying with attendance requirements because of protracted ill health or impairment. Also, a past service member who has been a member of one or more Rotary Clubs for 20 years or more and has reached the age of 65, may be excused from attendance requirements upon notifying the Club Secretary in writing, and receiving the approval of his Club's Board of Directors. (Article IV, Section 7 (c), Club Constitution.)

## REVELATION IN CYPRUS

THE children at the Rotary school for the deaf had just acquired a pair of white rabbits. It was the turn of a new boy to feed them. Suddenly he ran back to the teacher, pulled him to the rabbit hutch, and "exclaimed," using gestures, "Look, they're talking!"

"No, rabbits do not talk," the teacher replied. "They are only moving their nostrils up and down."

"Oh, but they hear! Yes? No?"

"Yes."

"I can't hear. Why?"

In these few words there is, I believe, all the human drama of childhood deafness, an understanding of which inspired the Rotary Club of Nicosia, Cyprus, to offer a scholarship in 1949 to a teacher qualified for special training in the instruction of deaf and mute children. It was agreed then that when a specialist was available, the Rotary Club would set up a school, however small.

A promising young teacher, George Markou, was selected and sent to Manchester University, in England, where he obtained a special diploma in educational methods for the deaf, in addition to a bachelor's degree from London University. On his return he made a survey among our island's population that produced this fact: more than 300 children were handicapped by deafness to a degree that prevented them from attending elementary school.

Following the survey, the first school for deaf and mute children was opened in Nicosia in 1953, with



*A hearing device held by Mr. Markou brings sound to this pert miss.*

22 children and three teachers. The Rotary Club was to manage and maintain it on premises provided by the municipality. The island Government was to supply equipment and personnel. Since then, Nicosia Rotarians have worked hard to make the school a success not only by contributing large sums of money toward its maintenance, but by visiting the classrooms and helping the teachers in their work.

The number of pupils has increased to 42, and all are taught speech and speech reading, besides other subjects in a varied curriculum. Any residual hearing a student has is made use of by powerful hearing aids. Indeed, the children are making such progress that requests for enrollment are being received from all over the island, and plans are in hand for enlarging the school.

Hardly two years ago most of these little boys and girls were isolated from the rest of the world, able to understand very little and express even less. Now they are actually talking and appreciating so many of the pleasures and excitements of this imperfect world of ours. We feel it is not only a revelation—it is a miracle.

—GEORGE C. CHRISTOFIDES  
Rotarian, Nicosia, Cyprus

## Your Letters

[Continued from page 2]

Green Bay Trail. After the Battle of Fallen Timbers, when Anthony Wayne cinched the Yankee possession of the great West, forts were strung along our northern reaches from Fort Dearborn (now Chicago) to Little Fort at Waukegan and Fort Howard at Green Bay, Wisconsin. This trail, later to be known as the federal Green Bay Road, traversed what is now Ridge Avenue in Evanston, directly in front of the site of Rotary International headquarters. Going north through Wilmette it hugged the shore of the lake so closely that friends of mine told me that as children they saw the trail washed three times into the lake. There still remains across our lake-front park the double row of virgin timber between which the later road ran. A few blocks from Wilmette Rotary's meeting place a stretch of the latest paved section of this famous trail can still be seen.

Incidentally, Evanston's early name was Ridgeville.

### Schau Her, Not Schau Hier

Says KONRAD STERNER, *Rotarian*  
Water Power  
Munich, Germany

It is a merit to draw the attention of Rotarians to the plans for bringing German children out of Berlin to the West [see *Schau Hier, Der Kinderlift*, by George Kent, and *The Editors' Workshop*, THE ROTARIAN for April].

But you take our language a little too lightly! The German for "look here" is *schau her*, not *schau hier*, and the right word for "Kinderlift" (or "Kinder airlift") would, of course, be *Kinder Luftbrücke*.

Many thanks for your excellent Magazine and friendly greetings.

EDS. NOTE: There seems to be a difference of opinion among people who should know on just what our heading should be, though no one, we are sure, considers it a grave matter. The lesson for us seems to be that we should stay within the language in which this Magazine is printed.

### Tilted in the Head

I've heard it said that men who fish,  
And hope this joy will never cease,  
Are somewhat tilted in the head,  
And dream of fishing while in bed.

When speaking thus, they strike at me,  
I like to fish on lake or sea;  
A mountain brook I seek for fun,  
And Western streams when salmon run.

In Summer when the days are long,  
I'll even try to sing a song,  
If I can be out casting bait  
From early morn till it is late.

I may be tilted in the head  
And dream of fishing while in bed,  
Still I prefer that shady bank  
Regardless of my mental rank.

—ROTARIAN F. M. FAZEL

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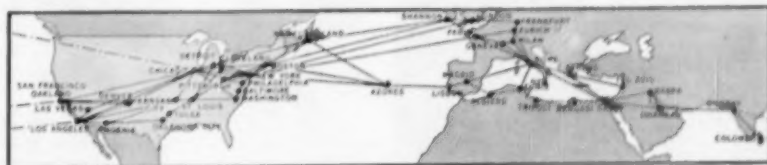
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## Public Relations

[Continued from page 27]

up to the public's expectations, the next step in a public-relations program is clearly indicated.

Just tell your story, often enough and effectively enough in the right places, and your relations with the public will be good. Tell what you're doing to assure uniform high quality, to keep costs down, to assure adequate supplies. Demonstrate the progressiveness of the outfit. Pat your people on the back for their courtesy in dealing with the public. Stress the contributions the company and its employees make to the community.

There are all too many concerns that do a good job of running their business, but neglect to secure public appreciation of the job.

For many years the banks of the U.S.A. failed to secure public appreciation of the service they rendered the community, nor were the investment bankers appreciated, nor the savings and loan associations. Now, however, they have awakened and are securing public appreciation.

Remember, too, the low public esteem once reached by the electric-power companies; today they again stand respected, as they should be.

There are many ways of telling your story. There are house organs, motion pictures, lectures, news releases, photographs, demonstrations, pamphlets. The annual report, if done correctly, is a powerful instrument. Word of mouth is vitally important. So is the activity of your employees in such clubs as Rotary and Kiwanis.

An important business aid is product publicity—good legitimate news about the products you make; news which can carry a message much better than can a paid advertisement. Such news stories about your products, if done skillfully, can bring in business, can create an interest in what you produce, and can build your prestige among present and potential customers.

An extraordinarily effective way of telling your story is to invite the public or special groups therefrom to visit your factory or place of business and let them see your plant in operation, your business in action.

No business can afford to overlook its own employee body. Employees who are well informed and sold on their company—who will go out into the world and talk about it—will do a top job in developing and maintaining good public relations.

Disgruntled employees won't do a public-relations job, so make sure they are "gruntled." But even if they are

loyal and enthusiastic, they must also be informed. And stockholders must be kept informed, too, in a manner designed to retain their support and confidence.

We spoke a while back about how good deeds can develop good public relations. Take as an example the case of Herbert Hoover. Most of us remember when Mr. Hoover's popularity was at a very low ebb. Not so today. His good works, his good deeds, have given him new esteem—good public relations, if you will—which he never before enjoyed.

Sound public relations is not a temporary or transitory activity. People do not improve their relations with other people in a few days or weeks.

Goodwill, confidence, and friendship require time to mature; respect and influence cannot be acquired overnight. Good public relations, like making friends, is the result of gradual development.

Rotary is a good example of the ripening of public relations. Each Club has an extensive Committee setup, a wide membership participation. Rotary is active in community causes. Rotary has Publicity Committees. In other words, everybody becomes part of the team. Rotary has good performance and is willing to extend itself to tell about that performance. So should it be with your business.

## Odd Shots

Can you match this photograph for uniqueness, human interest, coincidence, or just plain out-of-the-ordinary-ness? Then send it to the Editors of *The Rotarian*. If used, the "odd shot" will bring you \$3. But remember—it must be different!



Some 10,000 bees accept the "courtesy" of the Pasco, Wash., Fire Department as they pass through town. Mildred J. Ericson, of Eugene, Oreg., also passing through, photo-noted it.



# Opinion

FROM LETTERS, TALKS,  
ROTARY PUBLICATIONS

## Part of the Leaven

NEWTON J. BUREN, *Rotarian*  
Piston Manufacturer  
Tacoma, Washington

If the world is ever to be remade into a better world, it can only be done through the betterment of the mental processes of the man in the street. I believe that the forces of the spirit are the "leaven in the loaf" and that Rotary's ethical concepts practiced are part of this leaven.—*From a Rotary Club address.*

## Rotary Acrostic

MIKE P. CASKEY, *Rotarian*  
High-School Principal  
Bennettsville, South Carolina

- R** Reach—for the highest. Receive—honor with humility. Recognize—ability and applaud it. Refinement—keep it. Refuse—to take part in anything not becoming. Roll call—answer it. Rude—don't be.
- O** Obligation—meet it. Objective—meet it. Obnoxious—don't be. Occasion—rise to it. Occupy—your place in Rotary. Others—think of them. Open—keep your kind that way. Owe—no more than necessary.
- T** Tact—have it. Talk—when you should. Tardy—don't be. Team—play on it. Test—meet it. Think—no evil. Try—your best. Trust—your fellowmen. Trouble—stay away from it.
- A** Abhor—all evil. Abide—in faith. Abuse—don't dish it out. Admire—good work. Attend—all meetings. Alibi—don't. Ambition—have it. Always give your best.
- R** Rejoice—in the success of others. Remember—there are two sides to a question. Respect—demand it. Respond—when called on. Ridicule—no one. Rise—to the occasion. Render—best service you can. Remit—your dues promptly.
- Y** You—are important to Rotary. Yesterday—is done, don't relive it.
- Y** Years—for success. Youth—keep it.

## 'These Fellows Are the Doers'

ROLAND W. KRONBACH, *Rotarian*  
Shoe Retailer  
Trenton, Michigan

In service clubs, churches, and business, there are always numerous onerous tasks which many folks seem prone to avoid. These are always highly necessary and for the most part not the least bit spectacular. There are many and various committees which add up to group worth. There is the collecting and disbursing of funds, correspondence, notifications, programming, and policy matters. People doing these jobs are most average fellows with a willingness to be actively helpful—it would be a hard job to get almost any one of them to talk about his activities.

These fellows are the doers. They keep their organizations interesting and helpful to their communities. There are never too many such souls and often one finds the same group, year after year, doing the jobs which must be done. Loose thinkers sometimes refer

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to them as cliques, but they rarely deserve such an appellation. The fact is that as surely as virtue is its own reward, so is action. So please give them credit. These are the fellows who make presidents and chairmen look good. They are around in all organizations, usually unhonored and unsung, doing their best and doing it cheerfully. Make sure you are one of them.—From *The Rotary News*, publication of the *Rotary Club of Trenton, Michigan*.

### Re: Capacity for Cooperation

MRS. BHADRA DESAI

Social Worker

Bombay Suburban (West), India

Charity is a noble sentiment. Kindness and sympathy toward weakness and suffering are also fine attitudes. But though charity is a commendable trait of human character, it cannot but draw pointed attention to unfortunate distinctions. Social charity may also infringe on the self-respect of the receiver. Social justice, on the other hand, seeks to give each individual equal opportunity and growth according to individual aptitudes and social good. To achieve these ends, legislation or ideologies are not enough. Only concerted community action can help in raising living standards at all levels. Society today has to evolve a growing capacity for cooperation and such cooperation can only be secured by the proper functioning of the individual within the group.—From an address before the *Rotary Club of Bombay Suburban (West), India*.

### Words Must Precede Action

HELGI TOMASSON, Rotarian

Psychiatrist

Reykjavik, Iceland

The strength of the *Rotary Club* in big questions of social reform is to be able to back up the individual Rotarian in his particular endeavor to reform; the only backing up of real importance



"A model husband, but it's been a long time since that model was popular."

is the spreading of opinion about the reform. If every member of a Club disseminates, in his particular field, knowledge of the problem in question, then this support is worth more than anything else. That is why discussion under *Rotary* auspices, by responsible leading men, of social questions and reforms is by far the most important contribution which the *Rotary Club*, as such, can contribute in the field of *Community Service*, because words have to precede anything that is done.—From an address to a *Conference of Rotary Districts 18 and 76*.

### Hold Fast to Rotary Principles

HARRY NANKERVIS, Oil Manufacturer

Secretary, Rotary Club

Oshkosh, Wisconsin

Any survey of world conditions today, from a practical approach, is likely to leave a feeling of discouragement and frustration. Man has tried for so long, and so hard, with apparently so little result. Despite all his efforts, the world lingers in suspicion, distrust, and misunderstanding. . . . We cannot have a permanent peace, we cannot have a better world, unless the coming generations are made the objects of our attention. In these days of misunderstanding and distrust, let us hold fast to our *Ro-*

## Rotary Foundation Contributions

SINCE the report in the July issue of *Rotary Clubs* that have contributed to the *Rotary Foundation* on the basis of \$10 or more per member, 38 additional Clubs had at presstime become 100 per-centers. This brought the total number of 100 percent Clubs to 4,647. As of June 15, 1956, \$343,308 had been received since July 1, 1955. The latest contributors (with Club membership in parentheses) are:

#### AUSTRALIA

Maryborough, Qld. (41); Korum-burra (40); Temora (40).

#### INDIA

Mysore (34).

#### JAPAN

Kobe East (45); Hitachi (29); Kobe West (32); Komatsu (36); Omiya (34); Takada (23); Uozu (22).

#### MEXICO

Guaymas (30).

#### NORWAY

Baerum (23).

#### UNITED STATES

Nanuet, N. Y. (35); Ridgway, Pa. (37); Lakewood, Calif. (46); Evergreen, Ala. (36); Durham, Calif. (53); Gridley, Calif. (82); Gaffney, S. C. (50); Cannon Falls, Minn. (24); Gulfport, Fla. (24); Brighton, Mich. (40); Sidney, Ohio (76); Laurens, S. C. (46); New Milford, Pa. (18); Lumberton, N. C. (61); Fleetwood, Pa. (15); Bowie, Tex. (31); Avon Park, Fla. (46); Wyoming Park, Mich. (29); Lancaster, Calif. (54); Goshen, N. Y. (41); Fairfield-Suisun, Calif. (24); Puente, Calif. (58); Little Falls, Minn. (63); Berryville, Ark. (36); Rogers, Ark. (43).

tary principles and serve unselfishly to bring about better understanding—as individuals, in our business, and in our Rotary Clubs. The combination of all these for good brings us a cleaner conception that God created all men in his image.—From a Rotary Club address.

### Man a Hopeless Failure?

EMILE E. WATSON, *Rotarian*  
Consulting Actuary  
Columbus, Ohio

Billions of dollars and a vast amount of time and effort have been expended in making a science of almost every field—except the most important of all: the field of human values. Engineers are technically trained to penetrate deep into the interior of the earth to discover gems, oil, coal, and minerals which are brought to the surface for the use of man.

The great majority of the human beings who have inhabited this earth have never experienced individual freedom in their lives. The priceless treasure of human values has gone with them to their graves without expression, as if these values never had existence. And man, at this moment, is frustrated and in great turmoil.

To one looking through finite eyes, these results seem to be an appalling wastage; raise the question: has man been a hopeless failure? Not so, in the eyes of God. Since it is estimated that the sun and the earth will have existence and function for another ten to 15 billion years, might this not indicate that God realized it was going to require a long time for men of all nations to attain to great stature? Apparently, He has more trust in the ultimate destiny of man than is possessed by man himself.—From An Actuarial Analysis of Men.

### Armchair Travel

If you were to travel to Aabenraa, Denmark, to Zwolle in The Netherlands, it wouldn't be a very long trip. But if you go from Aabenraa to Zwolle via the Official Directory of Rotary International, you will pass through almost 9,000 communities in 97 countries of the world. Try it some evening. You will find it a fascinating experience.—From Hexpraatjes, publication of the Rotary Club of Worcester, Union of South Africa.

### The Cause of Free Enterprise

GEORGE MEANY, *President*  
American Federation of Labor-  
Congress of Industrial Organizations

The free trade-union movement has everything to lose if Communism should ever win. But you of the business world, you who proclaim loyalty to the principles of genuine free enterprise, likewise have everything to lose if Communism should ever win. Neither free trade unionism nor free enterprise can survive where Communism thrives. I urge you not to let the prospect of momentary profits blur your vision. Know your enemy. Don't help him. Do more than that: help the cause of free

enterprise by supporting sound economic policies and good labor-management relations at home and democratic foreign policies overseas.—From an address before the Rotary Club of New York, New York.

### A 'Second Mile' Exploration

GRANT D. BRANDON, *Rotarian*  
Senior Active  
Lancaster, Pennsylvania

How many times during the last year have you taken the time to go to the rostrum after a speech, good or poor, to express your appreciation for the effort the speaker has made either to entertain you, instruct you, or inspire you? Every Rotary day thousands of speak-

ers have literally poured out their souls to thousands of Rotarians and at the conclusion of their talk have been left cold by the lack of expressed genuine appreciation for their hours of preparation and effort to give of their talents.

Rotary is noted for its exploration into the realm of the "second mile." If a speech is worth while giving it your sympathetic attention, why not then make sure that the speaker shares with you the blessings of a warm thank-you handclasp? The thankful spirit turns all that it touches into happiness. Elbert Hubbard once said, "Don't keep the alabaster boxes of your love and tenderness sealed up until your friends are dead."

## Where to Stay



KEY: (RM) Rotary Meeting

### BAHAMAS

**PALMDALE VILLAS—NASSAU.** Favored for family vacation. Luxurious private villas, all services. Summer rates. Brochure 175.

### BERMUDA

**PAGET—BERMUDA COTTAGES.** Beautifully furnished 1-2-3 bedroom housekeeping cottages in prime locations. From \$185/month Nov-Mar. only. Write for booklet.

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Howard F. Hohl, General Manager  
For beautiful color folder, WILLIAM P. WOLFF, Rep., Dept. RN, 500 5th Avenue, N. Y. 36, N. Y., also Boston, Chl., Cleve., Miami, Phila., Toronto.

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RM Thurs. 12:45

Tony Vaughn  
Managing Director

### ENGLAND

LONDON

**SOUTH KENSINGTON—HOTEL BENSBRANT.** One of London's most favored hotels. Many bedrooms with private bath. Chelsea Rotary Club meets every Tuesday.

**WESTMINSTER—HOTEL RUBENS.** Buckingham Palace Road. Entirely modernized, nearly all bedrooms with private baths. Westminster Rotary Club meets every Thursday.

### HAITI

**PETIONVILLE—HOTEL CHOUCHOINE.** 1200 ft. alt., 15 min. from Port-au-Prince. Excellent food, air-cond., swimming pool. Delicous comfort. Member Diners' Club.

### UNITED STATES OF AMERICA

ALABAMA

**BIRMINGHAM—DINKLER TUTWILER.** 400 rooms. Distinguished Dinkler Hotel. Excellent service. Ira Patton, Mgr. Moderate rates. RM Wednesday, 12:15.

ARIZONA

**PHOENIX—HOTEL WESTWARD NO.** 500 rooms with bath, air-conditioned, patio pool, desert resort atmosphere, mid-town location. Dinner dancing nightly. RM Fri. noon.

FLORIDA

**MIAMI BEACH—DELANO HOTEL.** Nothing finer. On the Ocean at 17th Street. Rotary meets at 12:15 on Tuesday. C. C. Goldberg, Gen. Mgr.

### FLORIDA, continued

**MIAMI—ALHAMBRA HOTEL.** The center of convenience. A modern high-class, modern family hotel in quiet area. Ted Neill, Mgr.

GEORGIA

**ATLANTA—DINKLER PLAZA HOTEL.** 400 rooms of solid comfort in the downtown section. A Dinkler Hotel. A. J. Crump, Manager. Modern rates. RM Monday, 12:30.

ILLINOIS

**EVANSTON—HOTEL GEORGIAN.** "North Shore's Finest." Fast long transportation, smart, air-conditioned dining and meeting rooms, mod. rate. Jack Kerne, Manager.

### HOTEL SHERMAN CHICAGO

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**MINNEAPOLIS—HOTEL NICOLLET.** 600 rooms with bath, 3 air-conditioned restaurants, 3 lobbies, from either depot. Neil B. Mennick, General Manager. RM Friday, 12:15.

OHIO

**CINCINNATI—SHERATON GIBSON.** Cincinnati's largest, 1,000 rooms with television, restaurants and 630 rooms air-conditioned. Mark Schmidt, GM. RM Thursday, 12:15.

PENNSYLVANIA

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TENNESSEE

**MEMPHIS—HOTEL PEABODY.** "The South's Finest—One of America's Best." 625 rooms with bath, downtown location, air-conditioned. RM Tues., 12:15.

TEXAS

**DALLAS—HOTEL BAKER.** Preferred address in Dallas. Home of famous Mural Room. 700 rooms air-conditioned. 15 in guest rooms. F. J. Baker, GM. RM Wed., 12:00.

# Do You Plan to have non-Rotarians Speak at Your Club Meetings This Year?



If so, express your Club's appreciation to your non-Rotarian speaker with a gift subscription to your official magazine, **THE ROTARIAN**; and present him with one of these Certificates of Appreciation.

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Use the Certificate of Appreciation (suitably inscribed by your Club Secretary) to present the subscription to your speaker. Fill in the detachable coupon with the name and address of the recipient and mail it to 1600 Ridge Avenue, Evanston, Ill. A twelve-months subscription will then be entered for your recipient, and your Club will be invoiced accordingly.

Order a supply of these certificates for your Club (they're free) from Dept. 20, 1600 Ridge Avenue, Evanston, Illinois.

## The ROTARIAN

# HOBBY Hitching Post

A MAN with an out-of-doors hobby suited to all seasons is HOWARD S. HATFIELD, a member of the Rotary Club of the University District of Seattle, Washington. Summer is fine for it, but Winter is still better; in fact, he prefers the cold months—and says so in this story.

I'M a trout fisherman, and I suppose every reader will expect me to say that my happiest moments come while wading in a trout stream, snapping a long, delicate line across the water. But that popular concept of a fisherman best fits a Summer day when the sun is shining and the stream is running clear and cool. My biggest thrills come in Winter when the temperature is so low that ice forms on the guides of my rod, and the stream is unfrozen only because its current is so swift.

Of course, I fish during other times of the year here in this region, where the streams are numerous—and the trout of good size. Before moving to the U. S. Northwest about three years ago, I lived in Sioux City, Iowa, and went on fishing trips in Colorado, Wyoming, and South Dakota's Black Hills. I caught some good-sized trout on my lucky days, but generally they ran pretty small, except for the cutthroats in the Snake River as it runs through Jackson Hole, Wyoming.

In the area around Seattle, my fishing jaunts have exposed me to more fish, bigger fish, and different kinds of fishing, such as salt water, lake, and stream angling. So varied are the fisherman's opportunities in the waters of the Olympic peninsula, the Cascade Mountains, and across the Canadian border in British Columbia that I decided to center my enthusiasm on one type of fishing: Winter steelheading. The steelhead has been called a sea migrant by fish authorities because it migrates out to sea, while other trout stay in fresh water all the time. This change in its environment increases the steelhead's size, so that 7- to 10-pound ones are quite common, 10- to 20-pounders not unusual, and 20- to 25-pound catches are the prizes that some anglers come home with—but not too often.

Like all fishermen, I have my tales about the big ones caught and the big ones lost, and among the former are two shown in the photo on this page. I hauled these ten-pounders out of the Campbell River, a year-round fishing spot some 175 miles from Victoria, British Columbia, on the east side of Vancouver Island. On the day I caught these whoppers I lost three others, but only after a struggle by both fish and fisherman. Often it is the ones that get away that give the angler his most exciting moments.

Other big thrills in fishing often have nothing to do with casting a line, or pulling in a fighter. One of the truest things ever said about the sport is that there is more to it than catching fish. Take Winter steelheading, for example. When the thermometer is 'way down and you are bundled 'way up, there's nothing like a boat trip on a swift stream to reach your fishing spot. An outdoor man loves Nature, and he sees it at its wondrous best on a stream that winds around snow-covered peaks and through deep gorges, past thickly forested acres, and often close to some fleet-footed deer standing at the edge of the woods.

All this is preliminary to the main

Photo: Baldwin



Some big ones got away, but these 10-pounders took Rotarian Hatfield's line.

event, which is fishing, but it is a part of the sport you look forward to and long remember. It has given many a fisherman his answer to the query "Catch anything?" With an empty creel strapped to his shoulder, he can say, "Didn't catch a thing, except some wonderful views that'll outlast any fish."

## What's Your Hobby?

If it's not a secret and you want to have it listed below, just drop THE HOBBYHORSE GROOM a note with the necessary information and one of these months you will find

THE ROTARIAN



your name appearing here. The only requirement: that you be a Rotarian or a member of a Rotarian's family. The only request: that you answer any correspondence resulting from the listing.

**Stamps; Postcards:** Stephen Johnson (15-year-old son of Rotarian)—wishes to exchange stamps and postcards with collectors from other countries; Box 7, West Point, Ga., U.S.A.

**Postcards:** Paul Dale Smith (9-year-old son of Rotarian)—will trade postcards for those of other countries; 1509 49th Ave. N.E., Puyallup, Wash., U.S.A.

**Timepieces:** J. F. Buyer (collects old watches and other timepieces; also keys for winding watches, old watch cases and movements); Box 200, West Cossackie, N. Y., U.S.A.

**Stamps:** David Breiter (8-year-old son of Rotarian)—collects stamps; 280 Harrison Ave., Harrison, N. Y., U.S.A.

**Rotary Banners:** Bobby Powers (9-year-old son of Rotarian)—collects Rotary Club banners in order to achieve a Cub Scout badge; 276 Centre St., Milton 86, Mass., U.S.A.

**Book Matches:** John E. Koessler (will give large assortment of book matches to Rotarian or youngster who collects them); 750 E. North St., Decatur, Ill., U.S.A.

**Marbles:** John P. Vose (collects antique sulphide and agate marbles); 48 Clinton St., South Portland 7, Me., U.S.A.

**Coins:** Alan S. Brown (invites Rotarians to exchange minor coins of their country for corresponding coins of U.S.A.); 35 E. Main, Springfield, N. Y., U.S.A.

**Sand Stamps:** Sheila; Mrs. Brantford B. Benton (wife of Rotarian)—wants ¼ cup of sand from beaches in any country and West Coast of U. S.; will exchange stamps; also interested in stamps on nursing and medicine (for topical collection); 134 Cedar Lake West, Denville, N. J., U.S.A.

**Stamps:** Christopher Michaelides (16-year-old son of Rotarian)—collects stamps; will exchange; Larnaca Rd. No. 28, Nicosia, Cyprus.

**Pen Pals:** The following have indicated their interest in having pen friends:

Estelita Cabrera (niece of Rotarian)—collects dolls and stamps; enjoys swimming; 1276 Quirica Ext., Tondo, Manila, The Philippines.

Mary Jane Mundt (9-year-old daughter of Rotarian)—interests include sewing, piano playing, swimming; 609 First Avenue W., Moberg, So. Dak., U.S.A.

Maung Aung Win (17-year-old son of Rotarian)—collects and will exchange stamps, view cards, movie-star photos; 4 East Cantonment Rd., Moulmein, Burma.

Kathy Sarjeant (15-year-old daughter of Rotarian)—would like pen pals outside U. S. and Canada; interested in music, sports, religion; 59 West St. N., Orillia, Ont., Canada.

Joan Marie Creaser (13-year-old daughter of Rotarian)—enjoys skating, swimming, snowshoeing, movies, music; P. O. Box 69, Shediac, N. B., Canada.

Raj Kumar Jain (17-year-old son of Rotarian)—interests include stamp collecting,

reading, photography; c/o Rattan Lal Su-raj Mull, P. O. Ranchi, Bihar, India.

Robyn Emanuel (13-year-old daughter of Rotarian)—wishes to correspond with a girl in the U. S.; likes photography, tennis, stamp collecting, reading, music; Lookout Road, New Lambton, Newcastle 2N., Australia.

P. N. Rao (28-year-old nephew of a Rotarian)—would like to correspond in Spanish with people in Latin America; Pillarisetty House, Chemmanagripet, Masulipatam, India.

Yasuhiko Miyoshi (15-year-old son of Rotarian)—would like to write to young people in India, Pakistan, Italy, England, U.S.A.; interested in collecting picture postcards and ping-pong; 828 Miyoshi-cho, Fukuyama-shi, Hiroshima-ken, Japan.

Kathleen Donovan (11-year-old daughter of Rotarian)—wishes English-speaking girl pen pal outside U.S.A.; collects storybook dolls, enjoys sewing; 308 Charlotte St., Union City, Mich., U.S.A.

Jill Butler (daughter of Rotarian)—would like pen pal 11-13 years of age in Scotland or Sweden; interests are swimming, skating, art, collecting cards; R. R. No. 1, Richland, Mich., U.S.A.

Jimmy Wright (16-year-old son of Rotarian)—interested in animals, jigsaw puzzles, riddles, reading; Drawer C, Hancock, Md., U.S.A.

Dotty Davis (13-year-old daughter of Rotarian)—desires pen pals outside U. S. and Canada; likes sports, animals, collecting stamps, reading; 155 McClelland Ave., Pitman, N. J., U.S.A.

Yogiinder K. Aggarwal (nephew of Rotarian)—collects coins and stamps; interested in reading; Durga Nivas, House No. 3319, Kaccha Bazar, Ambala Cantt., Punjab 1, India.

V. A. Sundaramurthy (18-year-old nephew of Rotarian)—collects stamps, first-day covers, special postmarks; 13, Veeraperumal Koll St., Mylapore, Madras 4, India.

Virinder Kumar Aggarwal (19-year-old nephew of Rotarian)—wants Hindi, Urdu, or English-speaking pen pals; interested in stamp exchanging and collecting, drawing, and outdoor games; Durga Charan Sons and Sons, Durga Charan Rd., Ambala Cantt., Punjab, India.

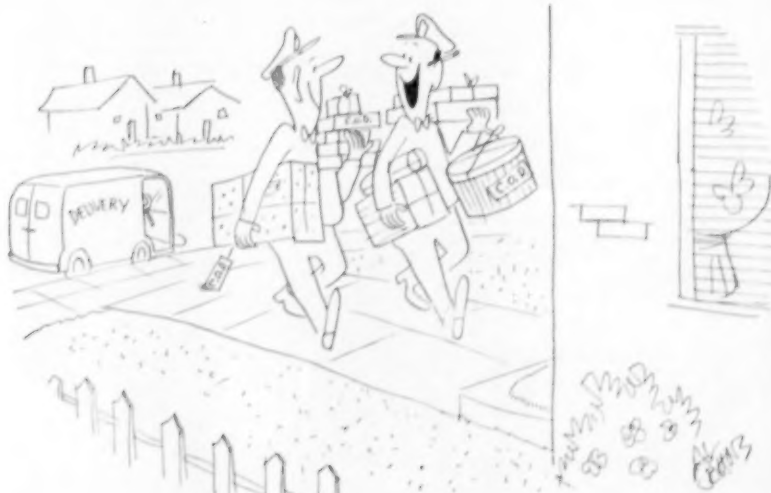
Tewfik W. Ragai (17-year-old son of Rotarian)—interests include stamps, sports; Northern Ghalili District, Mughar/Tiberia, Israel.

Antonio A. Palazzolo (son of Rotarian)—enjoys sports and dancing; Italian Street No. 8, Haifa, Israel.

Mohammed Zahid (20-year-old grandson of Rotarian)—knows English, French, Chinese, Urdu, Hindi; hobbies are stamp and coin collecting, photography, painting, letter writing, collecting photos of famous people and pen friends, languages, cricket; c/o Qasi Maqbool Ahmed & Co., 13-Chouk, Allahabad 3, U. P., India.

Araçeli A. Anadeto (18-year-old daughter of Rotarian)—interested in sight-seeing, travelling, outdoor games; 83 Gen. Luna St., Laoag, Ilocos Norte, The Philippines.

—THE HOBBYHORSE GROOM



"I like this job! You get to see some of the strangest expressions."

AUGUST, 1956

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# Stripped GEARS



## My Favorite Story

Two dollars will be paid to Rotarians or their wives submitting stories used under this heading. Send entries to Stripped Gears, THE ROTARIAN Magazine, 1600 Ridge Avenue, Evanston, Illinois. The following is a favorite of Arthur E. Hawkins, a member of the Rotary Club of Burlington, Vermont.

Rolling along in four-wheel drive on an icy highway, a jeep slowed down for a sedan standing near a farmhouse at the foot of a long, steep hill. Assuming that help was needed, the jeep driver eased up to the sedan's rear bumper and, to the gesticulations of the driver, pushed it to the top. Veering left and pulling abreast of the other car, the jeepster leaned out and said, pleasantly, "Be all right now, won't you?" To which the other driver replied: "I was all right where I was, darn it—I was waiting for my wife."

## Life's Little Tragedies

*How warm, relaxing, is this spot,  
The tub is full, the water hot,  
But there, across the cold tile floor,  
Beyond the window, near the door;  
The soap which I forgot . . .*

—HELEN GORN SUTIN

## Sea-Change

In Shakespeare's *The Tempest* Ariel sings, "Nothing of him . . . but doth suffer a sea-change into something rich and strange." So with the words below. By the addition of s-e-a, can you change each word into the new word defined? For example, when the sea-change is worked upon "rod," it becomes "adores."

1. Sum: entertains. 2. Ten: legislative group. 3. Red: rubbed out. 4. Leg: large birds of prey. 5. Cur: small shallow fish. 6. Per: Mexican blanket worn as garment. 7. Lid: perfect models. 8. Sir: gets up. 9. Lap: slip by. 10. Son: to flavor.

This quiz was submitted by Dale E. Winship, of Bristol, Tennessee.

## The Cancan

The cancan is a rollicking French dance, and the name itself sounds like a bit of doubletalk. Take just half this word, "can," and see how many of the following you "can" identify correctly:

1. Tales were written about this English cathedral city.

2. It's a city in Ohio—also in China.

3. A Biblical town in Palestine.
4. A fashionable French resort.
5. A rather slangy term for a French Canadian.
6. Promised land of the Israelites.
7. An Australian city.
8. A North American Federal union.
9. Islands off the Northwest coast of Africa.
10. A United States grant, ten miles wide.

This quiz was submitted by Helen Houston Boileau, wife of a Pomona, California, Rotarian.

The answers to these quizzes will be found in the next column.

## Twice Told Tales

Father: "Well, son, what did you learn in school today?"

Son: "I learned to say 'Yes, sir,' and 'No, sir.'"

Father: "Is that all they taught you?"

Son: "Yeah!"—*The Spokesman*, PENNSVILLE, NEW JERSEY.

A mother took her 7-year-old daughter to a very progressive school. Among the questions asked was this: "Are you a little boy or a little girl?" The girl replied, "I'm a boy." The teacher scared the mother by saying the child was psychologically confused and should be put

with a group of problem children, etc. On the way home the mother said: "Darling, why did you say you were a little boy?" Her daughter gave her a long look and said, "When anybody asks me a dumb question, I give a dumb answer."—*Rotarygram*, WILLCOX, ARIZONA.

A little old Wisconsin farmer was showing a city relation some of the country sights. "My goodness," exclaimed the urbanite, "look at all those fields, all those cattle, the splendid farm buildings, and the up-to-date farm homes. This community must certainly abound with prosperity."

"Tweren't prosperity that built all those fine farm homes," the farmer said. "Twas jealousy."—*Axle Grease*, COLUMBIA CITY, INDIANA.

The life-insurance applicant, having been examined by the company physician at some length, asked, "Well, Doc, how do I stand?"

"Goodness knows," answered the medico. "It's a miracle!"—*Rotary Bulletin*, WHANGAREI, NEW ZEALAND.

## Success Story

*Hooray for me!*

*Come quick and see!*

*Oh, pardon my elation!—*

*I've grown a beet*

*As big and neat*

*As the seed-catalog illustration!*

—HORTENSE ROBERTA ROBERTS

## Answers to Quizzes

SEA-CHANGE: 1. Amuses. 2. Senate. 3. Eased. 4. Rides. 5. Sauce. 6. Serape. 7. Ideas. 8. Arises. 9. Knappe. 10. Season. THE CANCAN: 1. Canterbury. 2. CANUCK. 3. CANA. 4. CANBOS. 5. CANUCK. 6. CANAN. 7. CANBOS. 8. CANA. 9. CANAN. 10. CANAL Zone.

## Limerick Corner

The Fixer pays \$5 for the first four lines of an original limerick selected as the month's limerick-contest winner. Address him care of *The Rotarian Magazine*, 1600 Ridge Avenue, Evanston, Illinois.

This month's winner comes from L. Newton Hayes, a Plattsburgh, New York, Rotarian. Closing date for best lines to complete it: October 15. The "ten best" entries will receive \$2.

### DOOR MAN

*An ambitious new member named Mead  
Weekly downs his Club luncheons with speed,  
He then bolts for the door  
And always gets sore.*

### MORNING GLORIES

Here again is the bobtailed limerick presented in *The Rotarian* for April:  
*Our Joe is a gardener bred,  
His wife is NOT—let it be said,  
Joe puts in the seeds,  
She takes plants for weeds.*

Here are the "ten best" last lines:

*And thinks bachelor's-buttons need thread.*  
(Mrs. J. Richard Ramsburg, wife of a Frederick, Maryland, Rotarian.)

*Joe says that she's dumb in the head.*  
(Paul T. Vickers, member of the Rotary Club of McAllen, Texas.)

*And the lettuce had no chance to "head."*  
(T. Roy Summer, member of the Rotary Club of Newberry, South Carolina.)

*Joe just stands there and scratches his head.*  
(Mrs. Jessie Little, mother of a Logan, Ohio, Rotarian.)

*And brings hubby's wrath on her head.*  
(Mrs. W. E. Milton, wife of an Edmonton, Alberta, Canada, Rotarian.)

*And waters the ones that are dead.*  
(Frederick Hill, member of the Rotary Club of Redditch, England.)

*I wonder which face first turns red.*  
(Ernest Hesse, member of the Rotary Club of Yonkers, New York.)

*And these to the o'd cow are fed.*  
(Mrs. F. Hilder, wife of a Belmont, Australia, Rotarian.)

*So Joe's raising rabbits instead.*  
(W. Glen Darst, Executive Secretary, Rotary Club of Fort Worth, Texas.)

*Maybe she should be "planted" instead.*  
(E. M. Ansell, member of the Rotary Club of Chatham, Ontario, Canada.)

# It's Switzerland in 1957!

## OFFICIAL CALL TO THE 48th ANNUAL CONVENTION OF ROTARY INTERNATIONAL

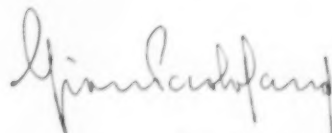
A WONDERFUL adventure in international understanding awaits you and members of your family in Lucerne and Central Switzerland, where the 48th Annual Convention of Rotary International will be held May 19-23, 1957.

The panorama of striking beauty which surrounds the delightful resort town of Lucerne in the heart of Switzerland—the lofty snow-capped mountain peaks—the blue waters of the Lake of Lucerne—the picturesque architecture of the ancient buildings—the mild climate—all combine to make a visit to Lucerne and Central Switzerland a never-to-be-forgotten experience.

Travel to Lucerne from your home town and the opportunities for tours of Europe which are being arranged prior to and following the Convention will provide you and your guests with splendid opportunities for warm fellowship in congenial Rotary groups.

As a Rotarian is expected to attend meetings of his Rotary Club, so the Club is expected to be represented at the Annual Convention. Article VII of the Constitution and By-Laws of Rotary International gives full information about the rights and responsibilities of a Club with reference to the Annual Convention.

It is my great pleasure to issue this Official Call for the 1957 Convention of Rotary International, to be held in Lucerne and Central Switzerland, May 19-23. It is my hope that Rotarians will be in attendance from all of the 99 countries in which there are Rotary Clubs.



GIAN PAOLO LANG  
*President, Rotary International*

Issued This Second Day  
of July, 1956, at  
Evanston, Illinois, U.S.A.

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In a letter to us Mr. McGinnis says,

"As you know, we chose THE ROTARIAN and several other magazines to announce our home service division. We were pleased to discover THE ROTARIAN brings us excellent returns . . . that Rotarians everywhere seem to appreciate the better things in life, like good steaks and dependable service. The selection of THE ROTARIAN has been a wise one and we want you to know that it is a pleasure to be counted among your advertisers. Your magazine is most interesting to read and definitely a good one in which to advertise."

Here again an advertiser has found proof of the high readership of THE ROTARIAN! This, plus the unquestioned buying power of the business and community leaders who comprise its subscribers (332,243 average net paid (ABC) circulation, December 1955) is the reason why THE ROTARIAN is producing such satisfactory results for national advertisers. If you would like to know more about this audience . . . men who buy or influence buying for their businesses, their homes, and their communities, just drop us a line.



**The ROTARIAN**

1600 Ridge Avenue, Evanston, Illinois

